



### **Identifying Your Secret Sauce – Toolkit Instructions**

#### **Revisit the “Secret Sauce - Brainstorming Exercise” with the below prompts to aid in refinement**

- You want to be the “**est**” or “**most**” at something (e.g. smart**est**, high**est** value, **most** innovative)
- Analyze the industry norms and then defy them to create something unique and new
- Interview current clients, if you have them, in order to obtain a wish list and look for solutions to their conveyed problems
- Find your area of innovation
- Note that the above may be refined as you interview your ideal clients as a part of the next course’s toolkit