

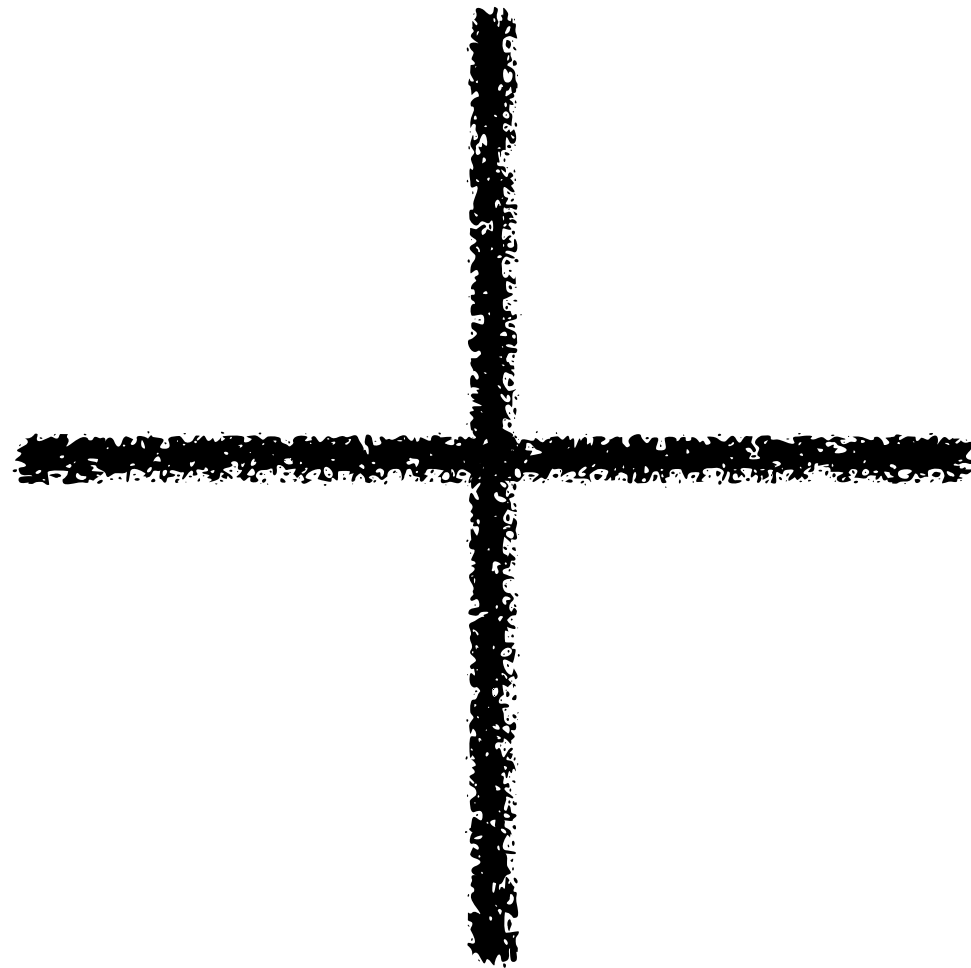
HBU Matrix

(Discovering your Superpowers)



HBU Matrix

© 2019 Bruce Turkel

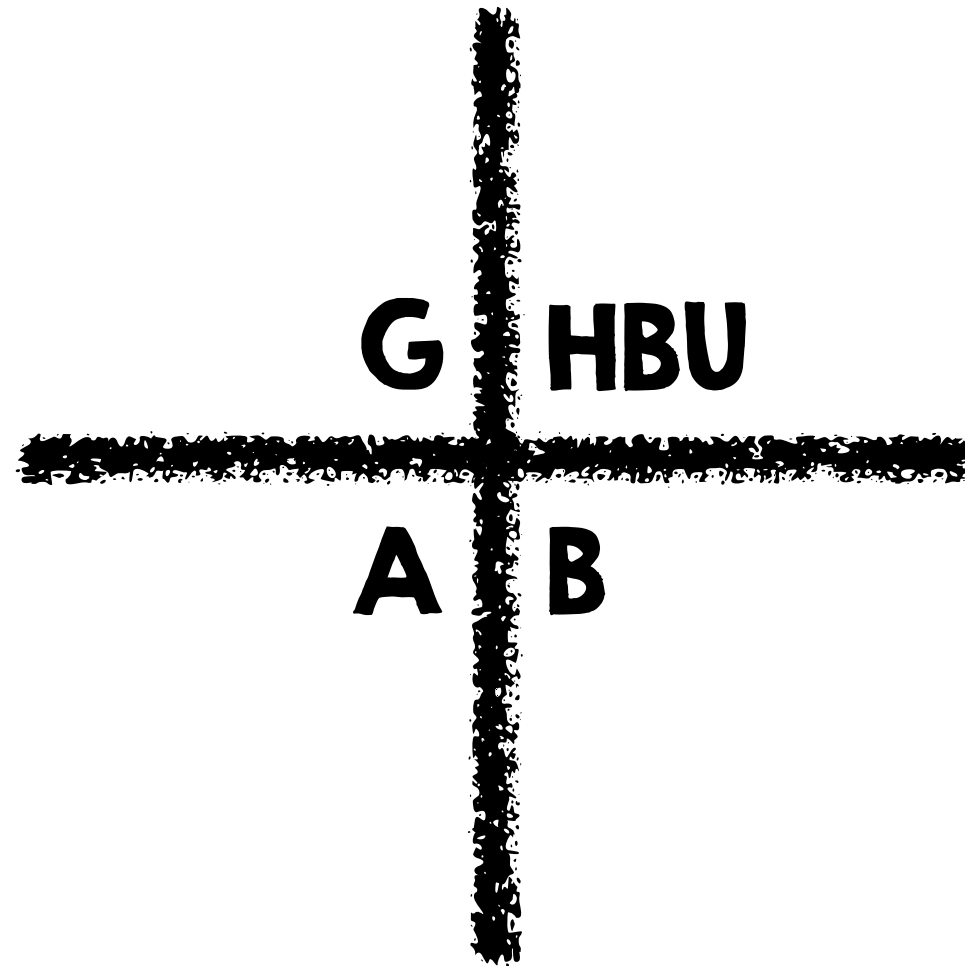


1.

**STEP ONE IS THE EASY PART.
SIMPLY DRAW AN XY COORDINATE GRAPH (OTHERWISE KNOWN AS TWO LINES).**

HBU Matrix

© 2019 Bruce Turkel

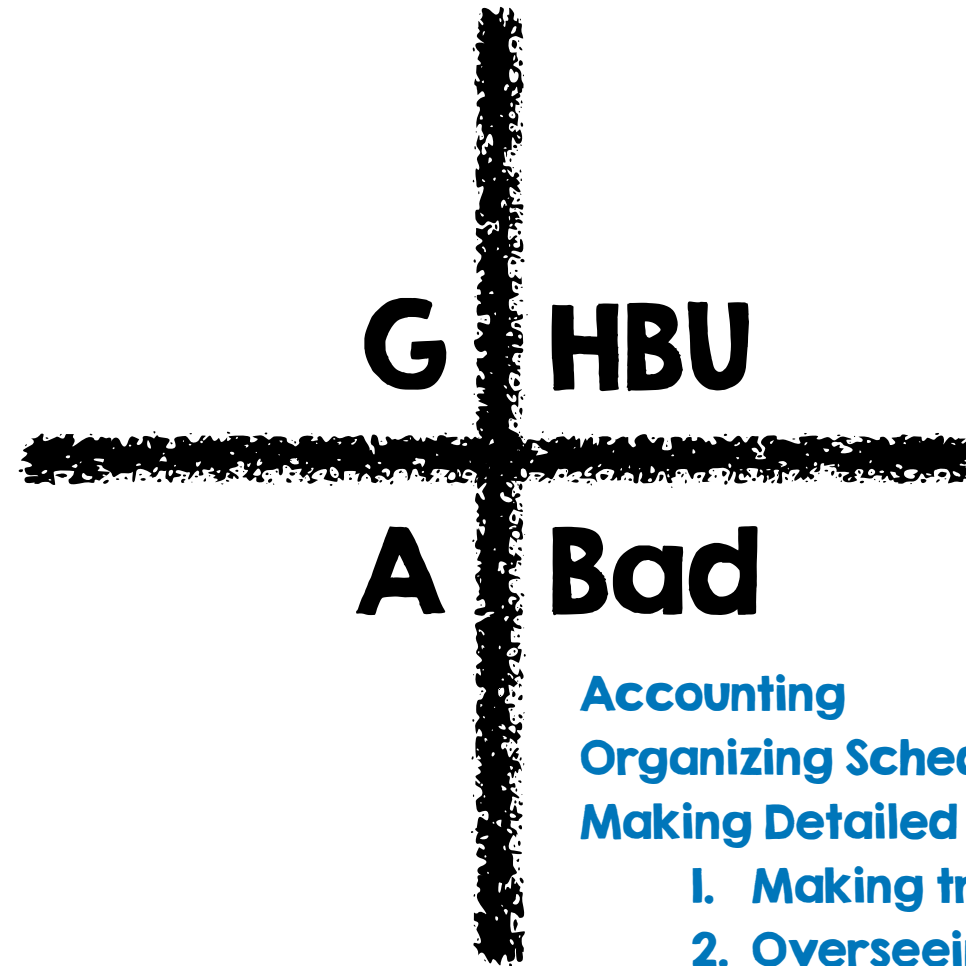


2.

NOW ADD THE LETTERS “G, HBU, A, B” AS SHOWN ABOVE.

HBU Matrix

© 2019 Bruce Turkel



Accounting

Organizing Schedules

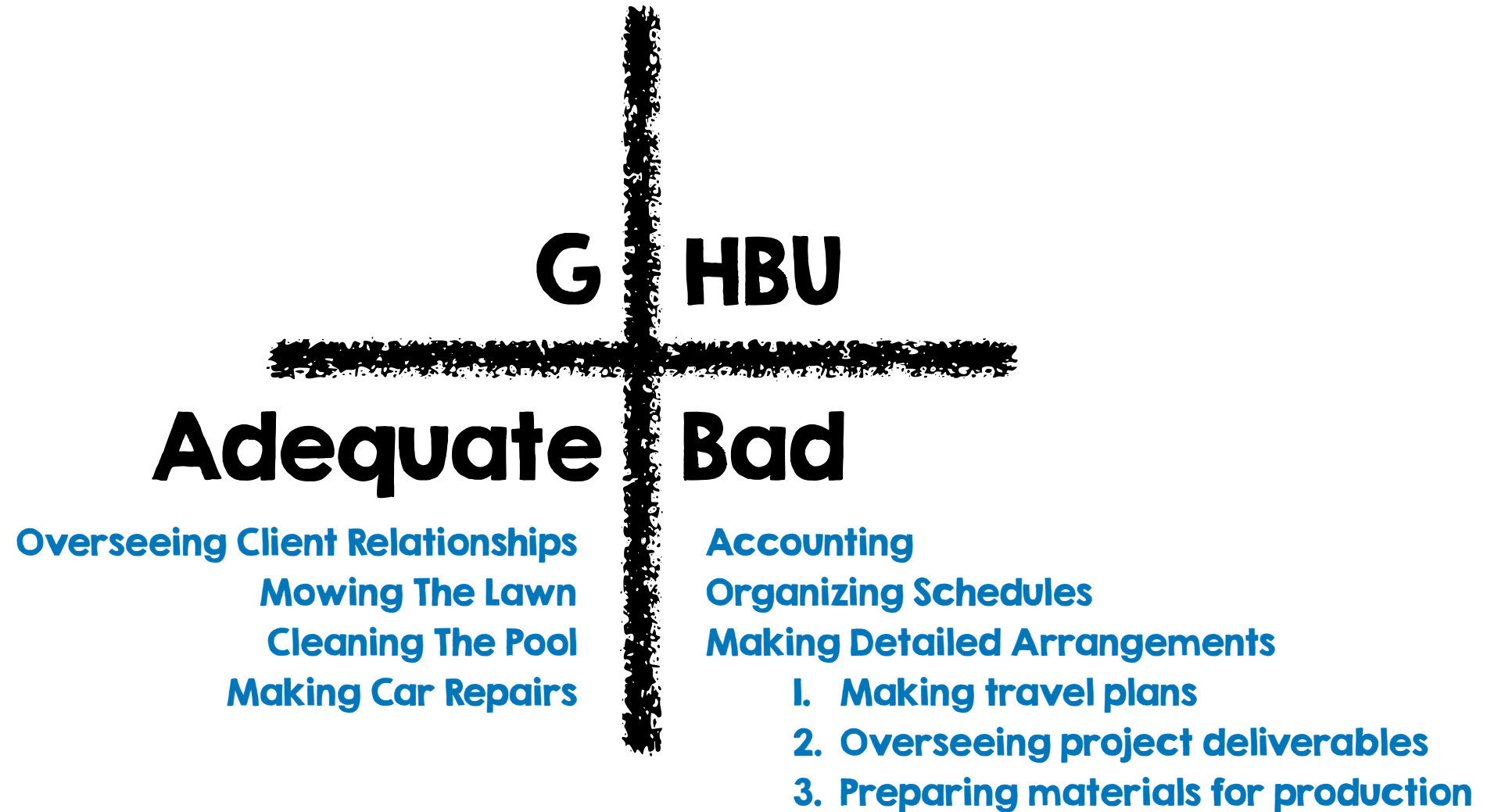
Making Detailed Arrangements

1. Making travel plans
2. Overseeing project deliverables
3. Preparing materials for production

3. “B” STANDS FOR “BAD.” HERE’S WHERE YOU LIST THE THINGS YOU’RE BAD AT. DON’T BE BASHFUL, YOU DON’T NEED TO SHOW THIS TO ANYONE. TO MAKE IT EASIER FOR YOU, THE ACTIVITIES SHOWN IN BLUE ARE THE THINGS I’M BAD AT.

HBU Matrix

© 2019 Bruce Turkel



4.

“A” STANDS FOR “ADEQUATE.” JUST LIST THE THINGS YOU’RE ADEQUATE AT.
NOT GOOD, NOT BAD, JUST OK. OK? OK.

HBU Matrix

© 2019 Bruce Turkel



5.

YOU'VE PROBABLY FIGURED IT OUT BY NOW. "G" STANDS FOR "GOOD." AND YOU ALREADY KNOW THAT THIS IS WHERE YOU LIST THE THINGS YOU DO WELL.

HBU Matrix

© 2019 Bruce Turkel



6. “HBU” STANDS FOR “HIGHEST & BEST USE.” IN THIS QUADRANT YOU LIST THE ACTIVITIES AND SKILLS YOU TRULY EXCEL AT, THE THINGS THAT ARE THE HIGHEST & BEST USE OF YOUR TIME AND EFFORT. THE THINGS THAT MAKE YOU, YOU.

HBU Matrix

© 2019 Bruce Turkel



7. MOVING FORWARD, TRY TO ELIMINATE SPENDING ANYTIME DOING THE THINGS YOU'RE BAD AT. DELEGATE THEM, PAY SOMEONE TO DO THEM, OR STOP DOING THEM ALTOGETHER. THESE TASKS SUCK YOUR TIME, TALENTS, AND ENERGY.

HBU Matrix

© 2019 Bruce Turkel



8.

STOP DOING THE THINGS YOU'RE ONLY "ADEQUATE" AT. THERE ARE PLENTY OF PEOPLE HAPPY TO DO THOSE THINGS FOR YOU. THEY'LL DO A BETTER JOB AND THEY'LL GIVE YOU MORE TIME TO FOCUS ON WHAT MATTERS TO YOU.

HBU Matrix

© 2019 Bruce Turkel



9. IT'S EASY TO STOP DOING THE THINGS YOU'RE "BAD" AND "ADEQUATE" AT BECAUSE YOU'RE NOT GOOD AT THEM. BUT NOT DOING THE THINGS YOU'RE "GOOD" AT IS WHERE THE REAL CHANGE STARTS TO HAPPEN.

HBU Matrix

© 2019 Bruce Turkel



10.

HERE'S WHERE YOU WANT TO CONCENTRATE. NOT JUST ON YOUR "HIGHEST & BEST USE," BUT ON THE STACKING OF THOSE SKILLS. THAT COMBINATION IS WHAT MAKES UP YOUR **SUPERPOWERS**.

HBU Matrix

© 2019 Bruce Turkel



NOW IT'S TIME TO GO DEEPER. DON'T SIMPLY LOOK AT THE GROUP OF FUNCTIONS THAT ARE YOUR HIGHEST & BEST USE, BUT FIGURE OUT WHAT **SUPERPOWERS THOSE SKILL SETS PROVIDE YOU WITH.**

Skill Stacking



Coming up with ideas

Making presentations

Getting my clients to say “Yes”

Reinforcing & PRE-inforcing our work

Generating buzz

12.

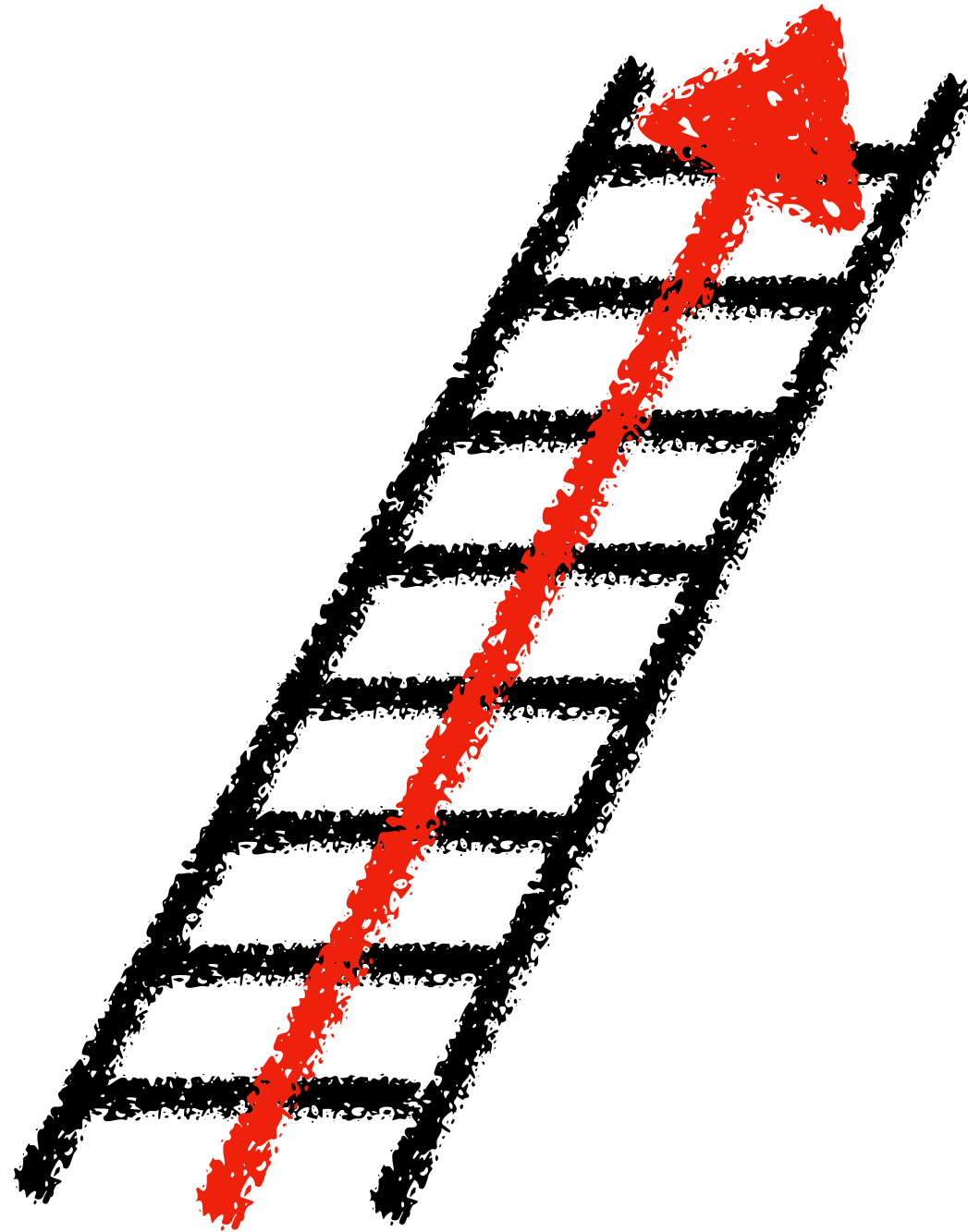
ONCE YOU'VE IDENTIFIED YOUR SKILL STACK YOU'RE READY TO DETERMINE YOUR **SUPERPOWERS**. SIMPLY REMOVE THE FUNCTION OF WHAT YOU EXCEL AT AND LADDER UP TO **WHY** YOU CAN DO THOSE THINGS...

HBU Matrix

© 2019 Bruce Turkel

Skill Stacking

Coming up with ideas
Making presentations
Getting my clients to say “Yes”
Reinforcing & PRE-inforcing our work
Generating buzz



12.

ONCE YOU'VE IDENTIFIED YOUR SKILL STACK YOU'RE READY TO DETERMINE YOUR **SUPERPOWERS**. SIMPLY REMOVE THE FUNCTION OF WHAT YOU EXCEL AT AND LADDER UP TO **WHY** YOU CAN DO THOSE THINGS...

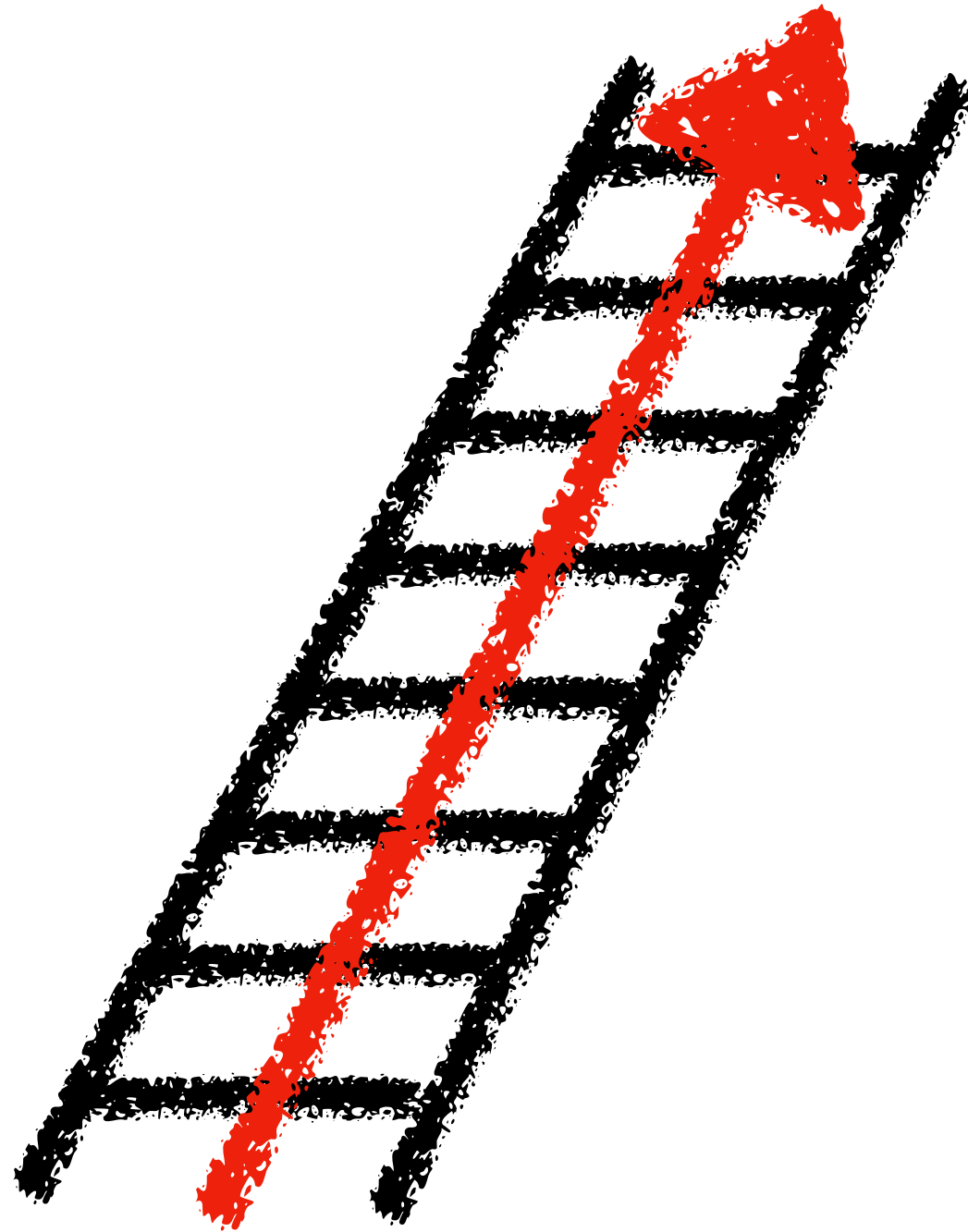
HBU Matrix

© 2019 Bruce Turkel

1. I can see things differently.
2. I can present those things.
3. I can get people excited.

Skill Stacking

Coming up with ideas
Making presentations
Getting my clients to say “Yes”
Reinforcing & PRE-inforcing our work
Generating buzz



13.

REMOVING FUNCTION MAKES YOUR SKILL STACK YOUR **SUPERPOWERS**.
YOU'RE NO LONGER LIMITED TO WHAT YOU'RE ALREADY DOING BUT CAN
APPLY YOUR UNIQUE TALENTS TO ALMOST ANYTHING YOU LIKE.

HBU Matrix

© 2019 Bruce Turkel



14.

LOOKING AT WHO I AM, WHAT I HAVE ACCOMPLISHED, WHAT MY SKILLSETS ARE, AND WHAT I'M "HIGHEST & BEST USE" TO DO ALL HELP IDENTIFY MY **SUPERPOWERS.**

- 1. I CAN SEE THINGS DIFFERENTLY.**
- 2. I CAN PRESENT THOSE THINGS.**
- 3. I CAN GET PEOPLE EXCITED.**

15.

LOOKING AT WHO I AM, WHAT I HAVE ACCOMPLISHED, WHAT MY SKILLSETS ARE, AND WHAT I'M "HIGHEST & BEST USE" TO DO ALL HELP IDENTIFY MY **SUPERPOWERS. YOU CAN DO THE SAME THING, TOO.**

MY HIGHEST & BEST USE:

1. TO CREATE DIFFERENT SOLUTIONS.
2. TO PRESENT THOSE SOLUTIONS.
3. TO GET PEOPLE EXCITED ABOUT IT.

16.

LOOKING AT WHO I AM, WHAT I HAVE ACCOMPLISHED, WHAT MY SKILLSETS ARE, AND WHAT I'M "HIGHEST & BEST USE" TO DO IDENTIFIES MY **SUPERPOWERS**. YOU CAN DO THE SAME THING, TOO.

MY HIGHEST & BEST USE IS:

- 1. To create different solutions.**
 - 1. Need time to think.**
- 2. To present those solutions:**
 - 1. Speak in public**
 - 2. Play music**
 - 3. Draw**
 - 4. Write**
- 3. To get people excited about it.**
 - 1. Need to present to people.**
 - 2. Need to build relationships.**

16.

THESE ARE MY **SUPERPOWERS. I USE THEM TO FOCUS MY TIME AND ENERGY ON MY HIGHEST & BEST USE IN ORDER TO ACCOMPLISH WHAT I WANT AND TO BE TRUE TO MY PERSONAL VALUES.**

- 1. -----●
- 2. -----●
- 3. -----●

17. WHAT ARE YOUR SUPERPOWERS?