

THE ADVANTAGE MIRROR

The _____
STRATEGY
— of everything

Reflecting on _____
By _____
Date _____

THE ADVANTAGE MIRROR

The _____
STRATEGY
— of everything

THINGS YOU ARE GOOD AT

YOUR UNIQUE EXPERIENCES

THINGS YOU AREN'T GOOD AT

YOUR VALUES

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The **Advantage Mirror** is designed to help you identify your unfair advantages and use them to help drive your strategy. Everyone has unique talents and experiences that can give you an advantage, but we rarely slow down to think about them explicitly. This is not the time to be shy or hold back. Be bold, be honest and look yourself in the mirror.

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STEP-BY-STEP

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Step 1: Use stickies or bullet points to capture the things you're good at. Think about your talents or what comes easy to you. Don't be shy!

Step 2: What aren't you good at? Be honest with yourself and write down things that might hold you back or get exposed as weaknesses.

Step 3: Think about some of your life experiences that have impacted you. Though they may not be truly "unique", they have added something to you that many others haven't experienced.

Step 4: What do you value? What is important to you? These can help shape your purpose and set limits as you create a strategy.

Once you have filled in the mirror, you have a whole suite of tools to play with (you're pretty awesome). Mix and match them based on the situation or challenge in the Advantage Statement.

Step 5: The Advantage Statement
Reflect on what you have written down and fill in the blanks of the Advantage Statement.

Play with the different combinations. You can make several statements, each with a distinct perspective. Think about specific elements of your strategy and how to put the right combination of your reflections together to tackle it.

EXAMPLE

Kelly has a great idea for an app. She wants to build a prototype and see if people will pay for it.

Here's an example of Kelly's Mirror and Statement.

THINGS YOU ARE GOOD AT

- Explaining my ideas
- Making things fun
- Design
- Networking

THINGS YOU AREN'T GOOD AT

- Coding
- Financial management
- Project management

YOUR UNIQUE EXPERIENCES

- Worked with talented Devs
- Attended a product development workshop
- Spent 2 years overseas

YOUR VALUES

- Dedication
- Fairness
- Hardwork
- Honesty

My unfair advantage is my ability to meet the right people and get them to buy into my ideas, combined with my product understanding and talented network.

Because I value hard work and honesty, I am a great partner, which helps me execute on ideas when other's just talk.

Kelly can now leverage her Unfair Advantage of her networking skills in combination with her talented network to find the team she need to help bring the app to market. Kelly knows what she can offer and where she needs help.

***HOW** INDIVIDUALS CAN USE IT*

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Reflect with Intention

Use the Advantage Mirror to identify your core strengths, unique experiences, and values. Don't just list skills, look for what sets you apart.

Spot Your Edge

Look for patterns and intersections. What do you do differently, faster, or better than most? That's your unfair advantage.

Align to Your Mission

Map your advantage to your current goals or challenges. Ask: Where can I apply this to make the biggest impact?

Make It Known

Don't keep it to yourself. Share it with your team, manager, or audience so you're positioned where you thrive.

Revisit and Refine

As you grow, your advantage evolves. Update your Mirror when your goals shift or you level up.

HOW **TEAMS CAN USE IT**

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Map Individual Strengths

Each team member completes their own Advantage Mirror to identify personal advantages.

Share and Compare

Come together to discuss overlaps, complementary skills, and gaps. Look for patterns and untapped assets.

Align to the Mission

Match your team's advantages to your current mission or strategic goals. Ask: Where can we punch above our weight?

Apply with Intention

Use the insights to assign roles, prioritize projects, and shape strategy. Focus your team where it has a real edge.

Revisit Regularly

As your mission evolves, so does your advantage. Recheck your map when strategy shifts or new members join.

HOW COMPANIES CAN USE IT

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Build Your Advantage Profile

Use the Advantage Mirror to surface company-wide strengths: proprietary tech, culture, history, relationships, market position, anything competitors can't easily copy.

Spot the Strategic Edge

Identify which of these advantages are most relevant to your mission, market, or current challenges. Focus on what gives you leverage.

Refresh as You Scale

As the company evolves, revisit your Advantage Mirror to spot new edges or fading ones. It's your cheat code for staying ahead.

Make It Explicit

Document and communicate your advantages across teams. When everyone knows where you're strong, they can act with more clarity and confidence.

Focus Where You Win

Use your unfair advantages to guide positioning, product strategy, hiring, and go-to-market efforts. Don't spread thin, double down on where you dominate.



You can also use The Advantage Mirror to reflect on your competition. This gives you the opportunity to identify their strengths and create strategies to overcome them.

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YOUR ADVANTAGE STATEMENT



My unfair advantage is my ability to [Core Strength] ,
combined with [Unique Experience] .

Because I value [Core Value] , I [Simple Action],
which will help me [Success Metric]

My unfair advantage is my ability to _____ ,
combined with _____ .

Because I value _____ , I _____ ,
which will help me _____

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MY NOTES

[illegible]

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MY NOTES

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READY TO UNLOCK YOUR ADVANTAGE?

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Let's run a workshop and put it to work.
Want help uncovering your team's edge, or
using it to outsmart the competition?

We run custom workshops for individuals,
teams, and entire companies.

Strategy isn't just planning. It's knowing
exactly where you win.

Let's find your spot.

Contact Us

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 www.thestrategyofeverything.com

 Based in Calgary, working globally

 [Linkedin.com/in/theycallmedt](https://www.linkedin.com/in/theycallmedt)