

# THE AMERICAN WORKFORCE TRINITY

## Guidebook

Increase Your Value  
by Knowing What  
Employers Want

---

### UNLOCKING YOUR FULL POTENTIAL

This guidebook helps you evaluate your current value as an employee, from the perspective of the employer. Identifying which skills you need to improve, is the beginning of you increasing your value.

---



# The American Workforce Trinity Guidebook

## What is it?

The American Workforce Trinity Guidebook was designed to be an interactive tool that you can use to help you employ the American Workforce Trinity (AWT) framework. Let it guide you for one month. Use your day to find the answers to the questions. As you continue to learn, you will continue to grow. Consistently improving these skills will allow you to establish yourself as a knowledgeable asset in your occupation and in your industry. You can have more than you've got, because you can become more than you are.



### Principle 1

Know Your Job Well Enough to Help Internal and External Customers



### Principle 2

Be a Useful Resource to All CoWorkers



### Principle 3

Be Willing and Eager to Speak Publicly About Your Occupation





# Why will the AWT Guidebook

Help me?



## Reason 1:

The Guidebook gives you Ideas that will help you Understand the opportunities in your work.

## Reason 2:

The Guidebook captures your ideas so you can continue to build on them. Your Unique creativity is the key.

## Reason 3

When you have a better understanding of how to become valuable to your organization, your work will gain more recognition.

## The Main Reason

The Guidebook gives you questions that will strengthen your job knowledge and increase your value.

[www.carterhughesknowledgeinstitute.com](http://www.carterhughesknowledgeinstitute.com)







## **The 1st Principle**

**Know Your Job Well Enough  
to help Internal and External  
Customers.**

---

## **HOW TO USE THE GUIDEBOOK**

THE NEXT 7 PAGES ARE QUESTIONS THAT NEED TO BE ANSWERED ABOUT THE ORGANIZATION YOU CURRENTLY WORK WITH. THESE QUESTIONS SERVE AS THE FOUNDATION TO OUR WORK KNOWLEDGE. WE RECOMMEND YOU LOOK AT THE QUESTION IN THE MORNING, THEN WRITE OUT THE ANSWER IN THE EVENING.





## QUESTION:

Does the organization provide a product, service, or both?

---

## ANSWER:



## QUESTION:

What are three Important Characteristics of the organization's Target Audience?

---

## ANSWER:



## **QUESTION:**

What is the Organization's Mission Statement?

---

## **ANSWER:**





## QUESTION:

In your own words, what is the Organization's mission?

---

## ANSWER:



## QUESTION:

How does your role contribute to the accomplishment of the organization's mission?

---

## ANSWER:



## QUESTION:

What is one product, service, or process, that can be improved, and why can it be improved?

---

## ANSWER:





## QUESTION:

What can be done to make that product, service, or process, more effective or more efficient?

---

## ANSWER:

# Continue to Build Your Work Knowledge

Learn about Emerging Product Trends and Service Trends

Identify the Industry Associations for your Occupation

Learn about Emerging Methods for Engaging the Customer

Learn Your Occupation's O\*Net Code

Is Your Occupation on the Implementation, Management, Administration, or Communication Level of Work? (Circle One)



## **The 2nd Principle**

**Be a Useful Resource to all  
CoWorkers.**

---

## **HOW TO USE THE GUIDEBOOK**

THE NEXT 5 PAGES ARE QUESTIONS THAT NEED TO BE ANSWERED ABOUT THE ORGANIZATION YOU CURRENTLY WORK WITH. THESE QUESTIONS SERVE AS THE FOUNDATION TO OUR WORK KNOWLEDGE. WE RECOMMEND YOU LOOK AT THE QUESTION IN THE MORNING, THEN WRITE OUT THE ANSWER IN THE EVENING.





## QUESTION:

What are two Work Roles that are directly connected to your Work Role?

---

## ANSWER:



## QUESTION:

What is one goal that each of those roles was created to accomplish?

---

## ANSWER:



## QUESTION:

In your Work Role, how do you help those two Work Roles to accomplish the organization's mission?

---

## ANSWER:





## QUESTION:

In your Work Role, how do those two Work Roles help you to accomplish the organization's mission?

---

## ANSWER:

# Continue to Build Your Work Relationships

Learn about your CoWorkers' goals

Help your CoWorkers bring their ideas to the larger group

Identify a CoWorker that can serve as a mentor to your career progress

Continue to show gratitude and communicate your appreciation to your coworkers for how they help you accomplish the tasks of your Work Role



## **The 3rd Principle**

**Be Willing and Eager to speak Publicly for your Occupation.**

---

## **HOW TO USE THE GUIDEBOOK**

THE NEXT 5 PAGES ARE QUESTIONS THAT NEED TO BE ANSWERED ABOUT THE ORGANIZATION YOU CURRENTLY WORK WITH. THESE QUESTIONS SERVE AS THE FOUNDATION TO OUR WORK KNOWLEDGE. WE RECOMMEND YOU LOOK AT THE QUESTION IN THE MORNING, THEN WRITE OUT THE ANSWER IN THE EVENING.





## QUESTION:

How many times have you presented an Idea to the group at Work over the past year?

---

## ANSWER:



## QUESTION:

How many times have you spoke up and given your opinion in a Work Meeting over the past year?

---

## ANSWER:



## QUESTION:

How many times have you conducted a briefing for your job over the past year?

---

## ANSWER:





## QUESTION:

How many times have the top 3 earners in your organization conducted a briefing or led a meeting at your job over the past year?

---

## ANSWER:



## QUESTION:

How many times do you expect to conduct a briefing for your job over the next year?

---

## ANSWER:

# Continue to Build Your Workforce Communication Skills

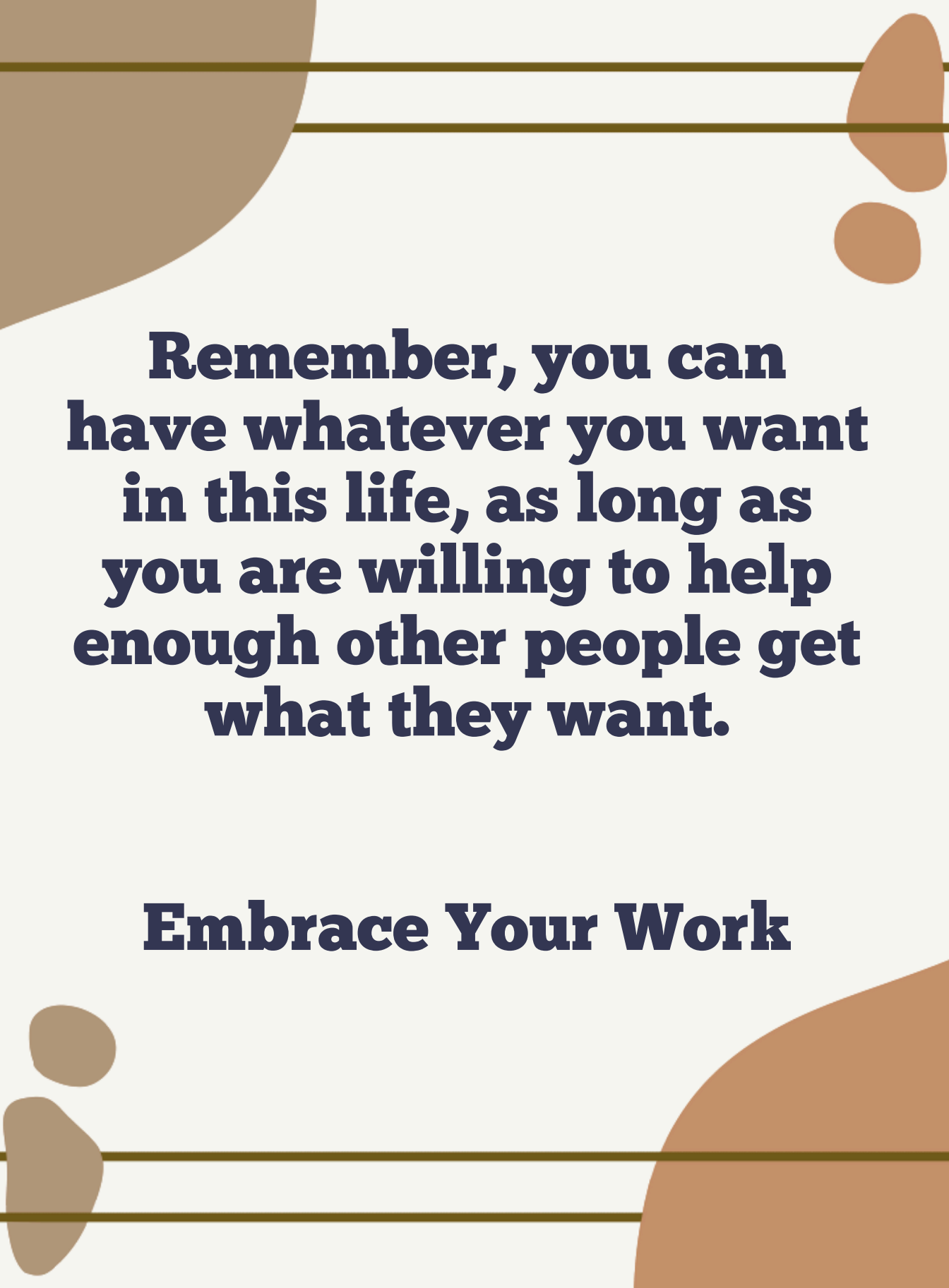
Learn about your Industry's technical jargon

Attend trainings to increase your understanding,  
and ask questions

Identify the coworkers who do the most public  
speaking for your organization

Learn about and employ the fundamental principles  
of Effective Public Speaking





**Remember, you can  
have whatever you want  
in this life, as long as  
you are willing to help  
enough other people get  
what they want.**

**Embrace Your Work**

# MY POWER STATEMENT

**I am the Most Important Person in My Life. My  
Improvement Helps Everyone Around Me.**

**Confidence - Self Assurance Arising From a Belief In One's  
Qualities and Abilities.**

**My Top 3 Qualities: (Ex. I am Kind, I am Funny, I am Resourceful)**

**My Top 3 Abilities: (Ex. I am good at writing, I am good at  
problem solving)**

**I want to feel good about my past, feel  
good about my present, and feel good  
about my future. -Good Attitude**

**Signs of a Diamond  
Courage, Gratitude, Discipline,  
Accountability**

[WWW.CARTERHUGHESKNOWLEDGEINSTITUTE.COM](http://WWW.CARTERHUGHESKNOWLEDGEINSTITUTE.COM)



# MY GOALS TRACKER

**Success is - Deciding on a Destination, Then Consistently  
Moving in the Direction Toward that Destination**

**2 Year Personal Goal: (What Will I Have Improved?)**

**2 Year Professional Goal: (What Will Be My Role and Activities  
in My Profession?)**

**2 Year Financial Goal: (How Much Will I Earn Annually?)**

**I want to feel good about my past, feel  
good about my present, and feel good  
about my future. -Good Attitude**

**If You Want To Make More Money, Figure  
Out How To Serve More People.**

[WWW.CARTERHUGHESKNOWLEDGEINSTITUTE.COM](http://WWW.CARTERHUGHESKNOWLEDGEINSTITUTE.COM)





# **GOALS TRACKER**

## **ACTION NOTES**

### **RELAX, AND THINK.**



**2 YEAR PERSONAL GOAL - WHAT WILL I NEED TO DO?**

**2 YEAR PROFESSIONAL GOAL - WHAT WILL I NEED TO DO?**

**2 YEAR FINANCIAL GOAL - WHAT WILL I NEED TO DO?**