



# Intentional Difference®

Making more of a difference rather than more of the same

## Did you know that?

85% of what you are capable of doing, *anyone* could do. 10% of what you are capable of doing, only a *select few* could do or be trained to do.

**5% of what you are capable of doing, only YOU can do.**

That 5% is your Intentional Difference. It is your sweet spot. It is where you are most productive. It stems from your talent themes, skills, knowledge, passion, and experience, and outcome.

***It is not just what you DO; it is who you ARE.***

## It's about you.

Your identity. Your difference. Your "I Am." No list of labels. No strengths. No weaknesses. No types. No colors. Just you.

**That changes everything.**

What if there was a way to turn your unique difference into higher productivity, higher profits, and higher engagement, would you be interested?

This Level 1 idExperience will show you how to intentionally harness your unique difference to drive results.

## For More Information

[intentionaldifference.me](http://intentionaldifference.me)  
[info@intentionaldifference.me](mailto:info@intentionaldifference.me)  
888.266.9138

## Success is in the difference!

Nothing ignites success faster than discovering and applying the elegance of your Intentional Difference. Join the journey. Live in the difference.

## During this idExperience you will...

1. Identify and access what's different about you
2. Discover why your difference matters
3. Determine how that difference leads to success
4. Intentionally put what's different about you to productive use
5. Learn how to use that difference to positively impact others

## Your idExperience Coach

Ken Tucker is your idExperience coach and he has extensive experience in facilitation, coaching, keynotes, and thought leadership. He has worked for The Gallup Organization, has owned his own consulting firm, and currently is a Senior Partner at Tag Consulting.

But this voyage is not about Ken, it's about you!

