

STAY FOCUSED | STAY DISCIPLINED | STAY IMPROVING

DISCOVER YOUR UNIQUENESS

Worksheet

“Discover your uniqueness, learn to exploit it in the service of others, and you’re guaranteed success and prosperity.”

— Larry Winget

Owning a trucking business—or excelling in any career—starts with **understanding what makes you unique**. This worksheet will guide you through reflecting on your strengths, experiences, and passions, and help you turn them into **actionable steps that can grow your business and career**.

Take your time, be honest, and dig deep. Your answers are **the foundation for your success**



LET'S TRUCK

DISCOVER YOUR UNIQUENESS: Worksheet

Step 1: Identify Your Strengths

List 5 things you naturally do well. These can be skills, personality traits, or habits that make you stand out.

1. _____
2. _____
3. _____
4. _____
5. _____



Step 2: Reflect on Your Experiences

What experiences—on the road, in life, or outside trucking—give you a unique perspective or advantage?



LET'S TRUCK

DISCOVER YOUR UNIQUENESS: Worksheet

Step 3: Identify Your Passions

What excites you or energizes you? Where do you naturally thrive?

1.

2.

3.

4.

5.



Step 4: Brainstorm Ways to Serve Others

How can you use your strengths, experiences, and passions to provide value to others—clients, partners, or the trucking community?



LET'S TRUCK

DISCOVER YOUR UNIQUENESS: Worksheet

Step 5: Action Plan

Choose 2 ideas from Step 4 and outline concrete actions you can take in the next 30 days to leverage your uniqueness.

Idea #1:

Action Steps:

1.

2.

3.

Idea #2:

Action Steps:

1.

2.

3.



DO THE WORK | TRUST THE PROCESS | WATCH WHAT CHANGES



LET'S TRUCK