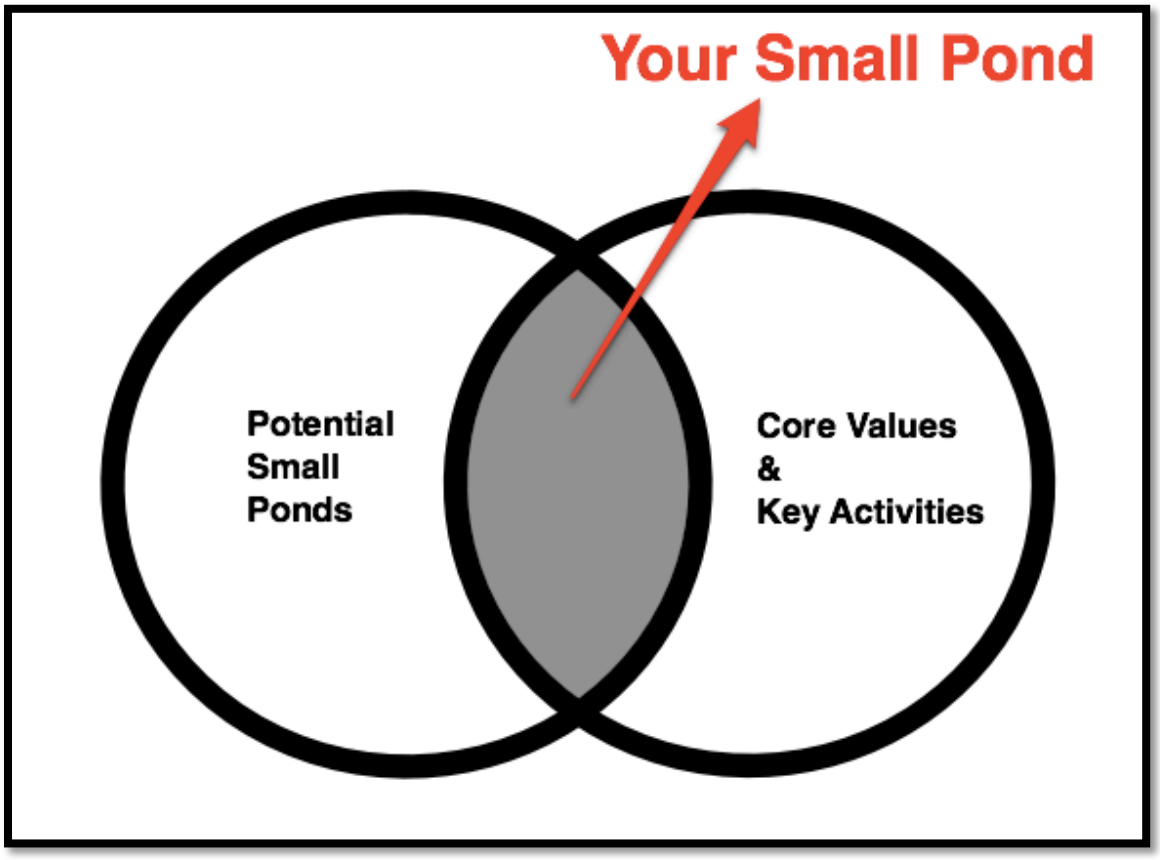
Identifying Your "Small Pond"



"Small Ponds" are areas of opportunity with relatively little competition. Complete the exercises on the next two pages to choose a small pond.

Potential Small Ponds	**Core Values & Key Activities**
1.	**1.**
2.	**2.**
3.	**3.**
4.	**4.**
5.	**5.**
6.	**6.**

Which Small Pond Best Engages your Core Values and Key Activities AND gives you the most opportunity for growth?

My small pond: _____

Complete this sentence:

"I am the _____ *who values* _____
[Key activity] [Core Value]

by serving _____ **."**
[Small Pond]