



Positioning for Success

Worksheet 3: Positioning Statement Development

Purpose

Translate your defined audience and dispute focus into a clear, strategic positioning statement.

Positioning is not branding language.
It is clarity that reduces friction in selection.

Step 1 – Confirm the Core Elements

From Worksheet 2, identify:

Primary Decision-Maker:

Core Dispute Context:

Primary Outcome You Help Achieve:

If any of these feel broad, narrow them now.

Step 2 – Draft Your Statement

Use this framework:

I help _____
with _____
so they can _____.

Write your draft:

Step 3 – Refine for Specificity

Review your draft and ask:

- Is the decision-maker clearly identifiable?
- Is the dispute context defined, not generic?
- Is the outcome meaningful and tangible?
- Could many mediators say this exact sentence?

If yes, sharpen it.

Revised Statement:

Step 4 – Instant Clarity Test

If someone unfamiliar with you read this statement, would they immediately know:

- Whether you are relevant to their cases
- What type of matters you focus on
- What value you bring

Circle one:

Very clear

Somewhat clear

Needs refinement

Peer-Review Micro Structure (Highly Focused)

Turn to the person next to you and review your positioning statement.

You will each have 2 minutes.

Partner A reads their statement aloud.

Partner B answers only these three questions:

1. Is the decision-maker clearly identifiable?
2. Is the dispute context specific?
3. Is the outcome meaningful and tangible?

Then Partner B gives one suggestion:

“What would make this sharper is...”

Switch.

Strategic Outcome

You should leave this exercise with one usable positioning statement you can immediately:

- Add to LinkedIn
- Use in introductions
- Insert into bios
- Anchor future content around

Clarity drives credibility.
