
Femina Fusion

Foundation Certificate Program

with *Bea Benkova*

6-week journey to decode the
Extraordinary Woman inside You

Playbook
Week 3

..... OUTLINE

Where are you in the Femina Fusion Foundation program?

1: Passion

2: Talent

3: Knowledge

4: Network

5: Character

6: Purpose

..... Introduction

How to best use this playbook

1. Print this Playbook and play with it.
2. Watch the videos to get some inspiration and a more tangible understanding of the topic.
3. Do the exercises and explore the questions posted in each playbook. You will notice that when you start looking anew and when you explore the unexplored world you will experience a shift that will impact the outcomes you achieve.
4. Think about it, just write down your answers.
5. Watch the interview video to get some inspiration and a more tangible understanding on the topic.
6. Share your insights, experiences and outcomes with other women on the Femina Fusion Facebook group page.
7. Attend the interactive Femina Fusion Session every week for live coaching and support.

..... Week 3: Knowledge

Building your knowledge and experience

“If money is your hope for independence you will never have it.
The only real security that a man will have in this world is
a reserve of knowledge, experience, and ability.”

Benjamin Franklin

About Knowledge, Skills and Experience



Whilst you discover or reconnect to your talents and passions that are inside of you, you acquire and build your knowledge and experience over time.

You acquire knowledge and experience either through education, self-study or direct experience. As you do that, these become areas where you become proficient and other people start viewing you as an expert and person to go to when they need help, advice or a problem to be solved. Where are you knowledgeable and experienced you become respected as an authority and valued for what you can bring to the table.

All the knowledge, skill and experience you gained over time allows you to expand on your talents and passions, and let them be more alive and shining. And also more valuable. Yet so often we don't invest our time and energy deliberately and try to gain experience or acquire new knowledge and skills in areas that have nothing to do with our talents and passion.

It does take time and focus to build your knowledge and experience base. Therefore, if you become an expert in any area or domain, it makes sense that it is aligned with and develops your passion and talent.

.....Week 3: Knowledge.....

Questions to start with

List areas where you already have valuable knowledge and skills?

- _____
- _____
- _____
- _____
- _____
- _____

List areas where you already have valuable experience?

- _____
- _____
- _____
- _____
- _____
- _____

Where could you already be considered an expert?

.....Week 3: Knowledge.....

Reality check

- ☐ Is there a gap between what you know and what you are passionate about or talented in?
- ☐ Do you invest time to acquire knowledge, skills and experience in the area of you talents and passions?

1. Where do your knowledge, skills and experience match your talents and passions?

2. Where do your knowledge, skills and experience NOT match your talents and passions?

If there is alignment it is just a matter of time when you will become an authentic authority and sought out expert in your field.

.....Week 3: Knowledge.....

Stop signs

What prevents you from building more knowledge, skills and experience in the area of your passion or talent?

1. _____
2. _____
3. _____
4. _____
5. _____
6. _____
7. _____
8. _____

- Where do these reasons come from? Are they necessarily true?

- What would your life look like if you were no longer stopped by these reasons?

- If you believed it was possible and worthwhile, what would you do?

..... Week 3: Knowledge

Action steps for the week

1

Make a list of all that you know, are skilled at or have experience with over your lifetime—and you will be surprised how much value you already possess.

2

Ask your friends, colleagues or clients where they would consider you an expert (or a highly knowledgeable individual).

3

Identify 3 talents and 3 passions where you can invest at least an hour a week to build your knowledge or experience in.

4

Acknowledge everything you know and allow yourself to use it or not depending on how it supports your talents and passions. It is ok to have spent hours or even years to develop certain knowledge, skills or experience and now choose to focus elsewhere.

..... Week 3: Knowledge

Quote of the week

“I am not a genius. I am just a tremendous
bundle of experience.”

Buckminster Fuller

Invest your time and energy into building your own genius.