



Your Challenges Are Your Competitive Advantages:

THE EMPOWERMENT INVENTORY

Discover How Your Greatest Struggles
Became Your Secret Weapons

the
Wright
method

By: Catheryn Wright

What if everything that nearly broke you
was actually building your empire?



This 15-minute inventory reveals how your survival skills are entrepreneurial superpowers, your trauma created intuitive intelligence, and your rock bottom was actually your foundation for success.

A comprehensive assessment with personalized insights showing exactly how to leverage their life experiences as competitive advantages.

INTRODUCTION

WELCOME TO YOUR EMPOWERMENT INVENTORY

You're about to discover something revolutionary: Your greatest challenges aren't your baggage - they're your business credentials.

This inventory will show you how to reframe every struggle as a strength, every setback as strategy, and every loss as leverage for something greater.

Important: Answer honestly. There are no wrong answers, only untapped superpowers waiting to be discovered.

Catheryn Wright

ABOUT CATHERYN



I'm Catheryn Wright, founder of The Wright Method, and my journey has been one of resilience, reinvention, and real-life lessons.

At 55, as a mother, grandmother, and entrepreneur, I've navigated personal challenges and business hurdles, learning what truly works (and what doesn't). I've made mistakes, gained wisdom, and been inspired by incredible women along the way.

Now, I bring that experience to help women break free from limitations, build businesses that fit their lives, and redefine success on their own terms—with practical strategies, honest mentorship, and a touch of fun.



Her own journey through personal challenges, including overcoming domestic violence and navigating business setbacks, has deepened her empathy and understanding of the diverse obstacles many women face.

HOW IT WORKS

- 01** YOUR CHALLENGE
PROFILE
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- 04** YOUR EMPOWERMENT
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- 05** PERSONALIZED RESULTS
FRAMEWORK
- 06** YOUR WRIGHT METHOD
RECOMMENDATION
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COMMUNICATION

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YOUR CHALLENGE PROFILE

Which significant challenges have you experienced?

Relationship Challenges:

- Divorce or major relationship ending
- Toxic or abusive relationships
- Family dysfunction or estrangement
- Co-parenting challenges
- Loss of loved ones

Financial Challenges:

- Business failure or closure
- Job loss or career setback
- Financial devastation or bankruptcy
- Poverty or financial insecurity
- Sudden financial responsibility

Health & Trauma Challenges:

- Serious illness or injury
- Mental health struggles (anxiety, depression, PTSD)
- Financial devastation or bankruptcy
- Addiction (self or family member)
- Physical or emotional abuse
- Major life-threatening events



YOUR CHALLENGE PROFILE

Which significant challenges have you experienced?

Life Transition Challenges:

- Major career change or pivot
- Geographic relocation
- Empty nest syndrome
- Aging parents or family caregiving
- Identity shifts or spiritual awakening

Other Challenges:

- Legal issues or litigation
- Public failure or embarrassment
- Discrimination or bias
- Educational or learning struggles
- Social isolation or rejection

YOUR SURVIVAL SKILLS INVENTORY

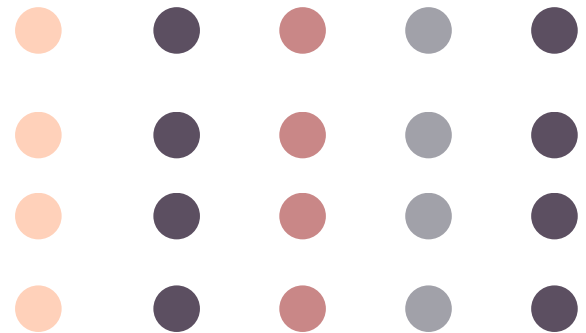
For each challenge you checked above, rate how much it developed these abilities in you:

RATING

Not at All Maybe Fair Good Extremely

INTUITIVE INTELLIGENCE:

1. Ability to read people and situations quickly
2. Trusting your gut instincts
3. Sensing what's not being said
4. Predicting outcomes or patterns

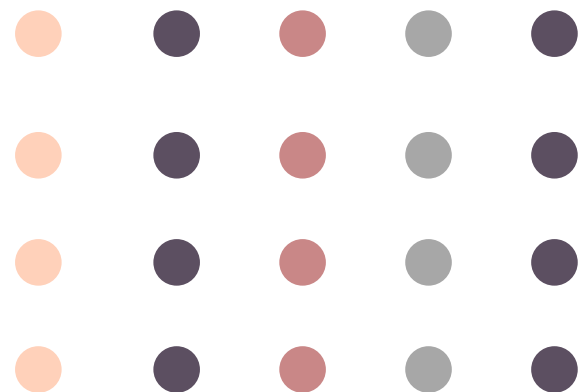


RATING

Not at All Maybe Fair Good Extremely

RESILIENCE AND ADAPTABILITY:

1. Bouncing back from setbacks
2. Adapting to change quickly
3. Staying calm under pressure
4. Finding solutions in crisis



YOUR SURVIVAL SKILLS INVENTORY

For each challenge you checked above, rate how much it developed these abilities in you:

RATING

Not at All Maybe Fair Good Extremely

EMOTIONAL INTELLIGENCE:

1. Understanding others' motivations	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
2. Managing difficult conversations	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
3. Empathy and compassion	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
4. Emotional regulation	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

RATING

Not at All Maybe Fair Good Extremely

STRATEGIC THINKING:

1. Planning for multiple scenarios	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
2. Risk assessment and management	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
3. Resource optimization	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
4. Long-term vision	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

YOUR SURVIVAL SKILLS INVENTORY

For each challenge you checked above, rate how much it developed these abilities in you:

RATING

Not at All Maybe Fair Good Extremely

LEADERSHIP ABILITIES:

1. Taking charge in chaos	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
2. Making decisions under pressure	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
3. Inspiring others through difficulty	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
4. Building trust quickly	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

RATING

Not at All Maybe Fair Good Extremely

FINANCIAL INTELLIGENCE:

1. Money management under pressure	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
2. Value assessment and negotiation	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
3. Resource creation and conservation	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
4. Investment and risk analysis	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

YOUR WISDOM ASSETS

What wisdom have your challenges given you?



Relationship Wisdom:

- How to spot red flags early
- Healthy boundary setting
- Communication under stress
- Building authentic connections
- Healing and forgiveness

Money Wisdom:

- Surviving on very little
- Creating income from nothing
- Value of financial independence
- Investment and risk assessment
- Money psychology and behavior

Business Wisdom:

- Reading market conditions
- Managing uncertainty
- Crisis leadership
- Customer psychology
- Authentic marketing behavior

Life Wisdom:

- What truly matters vs. what doesn't
- How to prioritize under pressure
- Self-care that actually works
- Finding meaning in suffering
- Spiritual or philosophical insights

YOUR EMPOWERMENT LEVEL

Where are you now in your transformation?

Current Status:

- Rebuilding:** I'm in the process of rebuilding my life from major challenges
- Stabilizing:** I've processed my challenges and want clear direction forward
- Integrating:** I'm successful but want to integrate all parts of myself
- Exploring:** I'm just beginning to see my challenges as potential assets

Readiness Level:

- Foundation Ready:** I want to transform my challenges into unshakeable strength
- Alignment Ready:** I want to align my wisdom with practical success
- Integration Ready:** I want to leverage my experience with strategic success
- Discovery Ready:** I want to explore what's possible for my transformation



COMPETITIVE ADVANTAGE PROFILE RESULTS

Based on your responses,
here are your top competitive advantages:

IF HIGH INTUITIVE INTELLIGENCE:

Your Superpower: Market Intelligence Your challenges developed heightened awareness that others pay consultants millions to access.

You can:

- Read markets and people others miss
- Spot opportunities and threats early
- Make decisions with limited information
- Trust your instincts for strategic advantage

How to Leverage: Use your intuitive abilities in business decisions, client selection, and opportunity assessment.

IF HIGH RESILIENCE:

Your Superpower: Unshakeable Strength Your challenges created resilience that becomes unshakeable confidence in business and life.

You can:

- Handle stress that breaks others
- Adapt to change quickly
- Lead through uncertainty
- Inspire others through your stability

How to Leverage: Position yourself as the leader others turn to in crisis, the coach who's "been there."

COMPETITIVE ADVANTAGE PROFILE RESULTS

Based on your responses,
here are your top competitive advantages:

IF HIGH EMOTIONAL INTELLIGENCE:

Your Superpower: Human Connection Your challenges taught you emotional intelligence that creates deep trust and influence.

You can:

- Build rapport instantly
- Handle difficult people and situations
- Communicate effectively under stress
- Create loyalty and connection

How to Leverage: Use this in sales, leadership, coaching, or any role requiring human connection.

IF HIGH STRATEGIC THINKING:

Your Superpower: Crisis Strategy Your challenges developed strategic thinking under pressure that most people never learn.

You can:

- Plan for multiple scenarios
- See the big picture in chaos
- Optimize limited resources
- Think long-term under pressure

How to Leverage: Consult, coach, or lead others through strategic challenges and transitions.

COMPETITIVE ADVANTAGE PROFILE RESULTS

Based on your responses,
here are your top competitive advantages:

IF HIGH FINANCIAL INTELLIGENCE:

Your Superpower: Money Mastery Your financial challenges taught you money psychology and management that wealthy people pay to learn.

You can:

- Create value from nothing
- Assess real vs. perceived value
- Manage money under pressure
- Understand financial psychology

How to Leverage: Financial coaching, business consulting, or any money-related expertise.

YOUR WRIGHT METHOD RECOMMENDATION

Based on your empowerment level, here's your recommended starting point:

IF FOUNDATION READY:

You're Ready for **THE FOUNDATION** Your challenges are ready to become your competitive advantages through empowerment training.

Next Steps:

1. Join our Foundation community of women transforming challenges into strengths
2. Take the complete Wright Method Assessment for detailed guidance
3. Book a Foundation Strategy Session to explore your transformation

IF ALIGNMENT READY:

You're Ready for **SOULFUL SYNC** You've processed your challenges and now need to align your wisdom with practical success.

Next Steps:

1. Explore how Soulful Sync bridges healing and building
2. Take the complete Wright Method Assessment for personalized guidance
3. Book an Alignment Strategy Session to map your path forward



YOUR WRIGHT METHOD RECOMMENDATION

Based on your empowerment level, here's your
recommended starting point:

IF INTEGRATION READY:

You're Ready for **THE WRIGHT METHOD** You're successful but ready to integrate your spiritual wisdom with strategic success.

Next Steps:

1. Discover how The Wright Method integrates your full power
2. Take the complete Wright Method Assessment for detailed insights
3. Book an Integration Strategy Session to explore your options



Ready to Go Deeper?

This inventory gave you a glimpse of your competitive advantages. Now discover your complete transformation path.



Take the **FREE** The Wright Method assessment. Get your own personalized roadmap in 3 minutes.

[TAKE THE ASSESSMENT](#)



Want Personal Guidance?

Discover exactly how to leverage your competitive advantages TODAY!

[BOOK YOUR STRATEGY SESSION](#)

Join successful women entrepreneurs who've transformed their personal and businesses through The Wright Method