

3 Ways to Communicate Your Value

Every conversation, post, document and email is an opportunity to communicate your value.

The Goal:

- Build awareness of you as a professional
- Make people want to learn more about you
- Unlock employment opportunities
- Make communication easier

The Value Proposition

What is the value proposition?

A good value proposition includes answers to these questions:

- Who am I?
- What do I do?
- Why do I do it?
- Who do I do it (or want to do it) for?

What is the value proposition?

A value proposition is a clear statement that:

- Establishes your identity and authority as a professional
- Communicates how you can help an organization with their problem or improve their situation
- Delivers specific benefits (value) to the employer
- Communicates why an employer should hire you and not someone else (unique differentiation).

Your value proposition is the blueprint for all
your career communication



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Introductions

Conversations

Bios

Cover Letters

LinkedIn Profile

Interviews

Creating your value proposition

- Who is your target audience?
- What do you want them to know about you?
- How do you want them to feel?

Value Proposition Components

1. Most important accomplishments
2. Values and Passions
3. Super Powers
4. Facts, Figures and Stats
5. Differentiators
6. External Validation and Awards

1. Most Important Accomplishments

Communicate the value you added.

“Built department from ground up to team of seven.”

“Saved company \$200k through software system improvements.”

2. Values and Passions

Operating principles and what energizes you

Optimism

Innovation

Community

Efficiency

Hope

Opportunity

3. Super Powers

What do you do better than anyone else?

“Can interpret data into unforgettable stories.”

“Influential public speaker”

“Can spot grammar mistakes a mile away.”

4. Facts, Figures and Stats

Interesting points that are quantifiable

I coordinate 5 trade shows per year on 3 continents.

I run 3 marathons every year and lead a 20 person training group.

5. Differentiators

Things that make you stand out

I am fluent in four spoken languages plus SQL and R

I created an organizational chart system to help me be known as the one who remembers everyone's name.

I created a viral video that got 5 million views.

6. External Validation and Awards

Testimonials and honors

Graduated Magna Cum Laude

Named as a Top 30 under 30 executive by MTX Magazine

Winner of Excellence in PR Award for 2014 national campaign

All these raw materials are constructed into different shapes for different situations.

Situation 1: A Formal Value Proposition

I'm a client-focused marketer who has a passion for building and optimizing social communities across multiple sectors. My experience with blogging, content creation and social media strategy have fueled my interest in the future of community which I believe is the driving force for social business.

In addition to living in Brazil for 8 years, I have experience working with an international workforce from over 100 countries.

Using my skills I hope to help businesses expand their social impact either locally or globally.



I believe that hiring the right people makes the difference in building a successful company. That's why I am passionate about becoming a Human Resources Manager.

With experience in developing staff training programs, managing HR policies and over 4 years as a recruiter, I'm well equipped to not only find people with the hard and soft skills a company needs, but the know-how to develop people's potential.

After all, employees are a company's greatest asset and I can help you attract and retain the best.



I consider myself to be a curious collaborator, meaning that I am always looking for ways to solve and improve things, and involve others along the way.

I do this by using my skills in conducting market research, lead generation and building partner relations. I am also well versed in Google analytics, SQL, R, and Tableau.

I am passionate about working for startups to grow revenue and exposure in global markets.

I am a digital marketer who specializes in helping small to medium size businesses reach Asian consumers in the United States.

I have a multicultural background, grew up in China and am now getting my masters in international marketing here in San Francisco, where I collaborate with people from dozens of cultures on real and practical projects.

I am looking to use my love of data analytics and my experience in research to help companies identify opportunities for growth.



Hey, this sounds like a



Hey, this sounds like a LinkedIn
summary!

Hey, this sounds like an elevator pitch!



Situation 2: Cover Letter

- Value proposition messaging is in every paragraph
- Four paragraph structure
- Cover letter writing is a skill. Start practicing now.
- Next steps

Situation 3: LinkedIn messages and emails

- Reputation/Brand
- Brevity
- Relevance
- Value/Solutions

Situation 4: In Person Communication

- Internship Fair – April 13
- Informational Interviews
- Job Interviews
- Networking conversations and events
- In class
- With existing network. Rebrand yourself.

Situation 4: In Person Communication

- It can be your elevator pitch
- It can be broken up into conversational sound bites
- Graceful vs. Clumsy
 - Is it the right time?
 - Is it appropriate?
 - Have I translated the message for this situation?

Improving your value proposition

- Say it out loud
- Ask friends
- Market testing
- Proofread it!!!!

Let's review



Where does your value proposition go in your cover letter?

Everywhere!



**Where does your value proposition go in
your everyday conversations?**

Everywhere!



**Where does your value proposition go in
your emails and other messages?**

Everywhere!



Questions?

