
YOUR PERSONAL VALUE PROPOSITION (PVP)

Companies know the importance of a unique value proposition in marketing, but rarely do we reflect on what we personally bring to the table that is unique to us. This worksheet will review what makes you unique at work in order to communicate a consistent personal brand at the office.

Please complete all five steps by our next session.

Step 1. IDENTIFY WHAT YOU'RE GOOD AT

Identify your top THREE unique skills/experiences that help you to be an expert at what you do and that you are proud to share. You can do this by reviewing your CV, a strengths assessment, or recent performance review.

- 1.
- 2.
- 3.

Step 2. SUCCINCTLY ARTICULATE WHAT YOU DO

Be able to clearly articulate what you do by identifying who you work with and how you serve them.

- Who relies on your service or expertise? What group of people or clients do you serve?
- What problems do you help them solve? What do you help them with?
- Complete the sentence: "I work with (people I serve) in order to (what I help them with) ."

Step 3. EXPLAIN WHY IT MATTERS

Briefly share what makes this work important to you.

- Why do you want to be a leader?
- What impact would you love to have on the people/clients you serve?

Step 4. BRING IT ALL TOGETHER

Fill in the blanks below to create your PVP.

I work with (people I serve) in order to (what I help them with)

by leveraging my experience in (skill/experience 1) , (skill/experience 2) , and (skill/experience 3) .

Through my work, (why it matters) .

Step 5. PRACTICE

Practice several times so that you feel comfortable sharing your Personal Value Proposition.