

# Your Essential Message

## Defining Value Propositions

**A value proposition is a clear statement of the tangible results an employer has benefited from through your efforts. It is outcome focused and stresses the business value of your experience.**

Simply speaking it describes what you bring to the party.

### A strong Value Proposition is:

- ✓ **Attractive to Decision Makers** — it addresses an issue or need they face.
- ✓ **Aligned with the Business Environment** — ties to triggering events or strategic goals.
- ✓ **Expresses Tangible Outcomes** — decreased costs or processing time; increased revenues or collections; did something faster or with better quality than others; got more profitable business; found mistakes that saved money, etc

Something you did that you are proud of \_\_\_\_\_

\_\_\_\_\_

What was the tangible outcome? \_\_\_\_\_

**Notes:** \_\_\_\_\_

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**Opening —**

**Provocative Business Related Question** ..... **10 ± seconds (18-20 words)**  
*(Use a question about a business problem to set the stage for what you do. Ever notice...?).*

Good Question (*person's name*). (*pause*) Ever notice ...

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**(Pause after asking the question and wait for response)**

That is what I'm really good at. I

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**Follow-up Story —**

**Challenge** you faced (*about 8 seconds*) *For more credibility include a person's name*

*For instance ...* \_\_\_\_\_

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**Action(s)** you took (*about 8 seconds*)

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**Result(s)** you got (*about 4-5 seconds*)

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**A follow-up question** to engage the person ..... **2 ± seconds**  
*(Related to the business issue. I'm sure your organization doesn't face problems like that, does it?)*