



## **What is a “Value Proposition?”**

Your value proposition is a short, descriptive paragraph about yourself that contains 5 main value messages that you want to convey to prospective employers. The Value Proposition answers the question, “So, why don’t you tell us a little bit about yourself?” It can be general or tailored to a specific situation, such as a job interview. The value proposition is your best effort to market who you are, what you are good at, and why you will add value to an organization. Think of it as your career brand.

## **When should “Value Proposition” be used?**

Keep it on the tip of your tongue to be used in a job interview, online networking communications, or even during a chance meeting with a potential employer. Use it in your resume within the “Summary of Qualifications” section. This section will give employers a quick snapshot of the value you will bring to their company. Include your value proposition in your cover letter for a job application. Memorize it!

## **How can a compelling “Value Proposition” help land a job?**

It forces you to honestly evaluate your knowledge, skills, and abilities, and then summarize your best attributes in a short and easily remembered format. It helps you to understand your professional value, leading to increased confidence and better focus on where you will fit in. It helps you develop your resume. It helps you to control what interviewers remember most about you. Most importantly, it **differentiates** you from the competition.