



**Stay Ready:
Create Your Winning Value Proposition
for Any Career Transition**

Craft Your Value Proposition

Value Proposition vs. Elevator Pitch

Value Proposition

- ❑ Evergreen statement that gets the core of who you are and what you want to offer the world
- ❑ Allows you to deliver a consistent message about you in person and online
- ❑ Should communicate what makes you uniquely qualified to solve XYZ problem

Elevator Pitch

- ❑ 30-second introduction that tells the recruiter who you are, highlights your background and explains what type of opportunity you seek
- ❑ Allows you to start a conversation with new people
- ❑ Should be conversational even though the context is formatted

Crafting Your Career Value Proposition

Using What You Truly Want As Context:

- 1. Define You:** What are your Values, Passions, Personality, and Talents?
- 2. Define Who You Want To Impact:** What organizations align with the problem you want to solve?
- 3. Define Your Uniqueness:** What is the uncanny abilities or gifts that allows you to deliver results?

Crafting Your Career Value Proposition

Bring It All Together

I help _____ (Who You Want To Impact) _____ to (do or be)
____ (Problem You Want To Solve) _____ by _____ (How You Use Your Unique
Gifts to Solve Problems) _____.

Crafting Your Career Value Proposition

My Example:

I help Corporate Professionals of Color to Navigate corporate America and stay in talent pipelines by using my honest, frank, and relatable sense of humor to explain the tips, tricks and tactics they need.

Crafting Your Career Value Proposition

Bring It All Together

I help _____ (Who You Want To Impact) _____ to (do or be) _____ (Problem You Want To Solve) by _____ (How You Use Your Unique Gifts to Solve Problems) _____.

My _____ (Number of Years Experience) _____ in _____ (Previous Industry or Function that supports where you are going) enables me to _____ (How You Solve Problem) _____ for _____ (Audience You Want To Impact) _____.

Crafting Your Career Value Proposition

My Example:

I help Corporate Professionals of Color to Navigate corporate America and stay in talent pipelines by using my honest, frank, and relatable sense of humor to explain the tips, tricks and tactics they need.

My 20 years working for Fortune 500 companies enables me to help create tactical career management solutions for Under Represented Minority Professionals.

Crafting Your Career Value Proposition

Bring It All Together

I help _____ (Who You Want To Impact) _____ to (do or be) _____ (Problem You Want To Solve) by _____ (How You Use Your Unique Gifts to Solve Problems) _____.

My _____ (Number of Years Experience) _____ in _____ (Previous Industry or Function that supports where you are going) enables me to _____ (How You Solve Problem) _____ for _____ (Audience You Want To Impact) _____.

My goal is to use my _____ (Uncanny Ability or Gift) _____ to improve/impact/change _____ (Problem You Want To Solve) _____ for/resulting in _____ (Result Audience Wants To See) _____.

Crafting Your Career Value Proposition

My Example:

I help Corporate Professionals of Color to Navigate corporate America and stay in talent pipelines by using my honest, frank, and relatable sense of humor to explain the tips, tricks and tactics they need.

My 15 years working for Fortune 500 companies enables me to help create tactical career management solutions for Under Represented Minority Professionals.

My goal is to use my ability to decipher and translate sticky work situations to help POCs successfully navigate their careers in the hopes of helping to create more diversity in the senior leadership ranks of the Fortune 500.