

How to State Your VALUE PROPOSITION: Worksheet

The outcomes of your prior work can affect career referrals & opportunities.

When hiring managers, company recruiters or headhunters evaluate your candidacy, they're looking for what you can contribute to their company and solve their problems. When you provide a vision into your past achievements, viewers can relate to the benefits you'll provide to a specific role.

Most career seekers list their responsibilities rather than their outcomes. Market yourself as a clear candidate of choice. Through preparation, you'll be able to state achievements and outcomes in your resume and in the SUMMARY and EXPERIENCE sections of your online profiles. You'll also be more prepared for INTERVIEWS!

Use this worksheet to:

- ✓ Articulate your value by defining the outcomes of your work in your profile and resume.
- ✓ Quantify your achievements through statements of how you saved \$ or increased \$, caused growth or decreases.
- ✓ Provide examples of positive outcomes resulting from your efforts.

What does a responsibility vs. an outcome look like? Below are 9 examples.

EXPERIENCES/RESPONSIBILITIES	OUTCOMES
Worked on corporate social media	Grew social media followers on Instagram, Facebook and Twitter from 6K to 300K in 18 months leading to a new revenue increase of 20%
Increased trade program membership	Achieved 150% growth in trade program membership that resulted in \$100,000 of new product growth sales.
Developed hospital curriculum for class on diabetes	New class format was incorporated in standard class offerings and increased hospital education rating by 5%
Promoted new app during holiday marketing blitz	Increased in-app sales by 15%, more than doubling weekly active users
Leveraged IT in various organization departments	Reduced operating costs by more than 20%



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Project manager for graphic designs and branding program	Managed and led teams up to 30 people and budgets up to \$500,000
Engaging scientific presenter and communicator and presented research findings at 8 scientific conferences	Our academic institution was awarded 2 grants in the amount of \$2M for continuing program research
During my junior year at Rutgers, interned with United Healthcare, Inc. in the Business Leadership Program	Awarded leadership recognition status and offer of management role upon graduation
As a PhD candidate, created engaging educational demonstrations for high school students to introduce them to biomedical research	This collaboration led to a 5% increase of students that pursued STEM education

Your Turn! Value Proposition Worksheet

EXPERIENCES/RESPONSIBILITIES		OUTCOMES
1.		
2.		
3.		
4.		



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