

# How to State Your Value Proposition

*By clearly articulating the outcomes and impact of your prior experiences, you'll show your value in your resume, online profiles and conversations that lead to career referrals & interview opportunities. Practicing your value proposition statements and relating them to a position you're applying for will increase your chances of successful interviews and job offers.*

Hiring Managers, Company Recruiters or Headhunters evaluate your qualifications based on what you can contribute to their company and how you'll solve their business problems.

Most career seekers list their responsibilities and tasks rather than their value to an organization.

## MARKET YOURSELF AS THE CLEAR CANDIDATE OF CHOICE THROUGH STRATEGIC CAREER NETWORKING

- In your resume and online profiles, state achievements and outcomes.
- When interviewing, articulate how you've provided solutions.
- Stay in touch with connections, grow business relationships, and communicate your value as a resource within your network.

## YOUR OUTCOMES CAN BE **QUANTITATIVE** WHEN PRESENTING THEM IN DOLLARS OR PERCENTAGES

Quantify your achievements through statements of how you saved \$ or increased \$, caused growth or decreased operational expenses.

*Example: "As a result of this product launch, we increased membership by 15% in 90 days."*

## YOUR OUTCOMES CAN BE **QUALITATIVE** WHEN YOU DESCRIBE THE IMPACT OF YOUR WORK

Provide qualitative examples of positive outcomes resulting from your efforts if you don't have or don't want to use numbers or percentages.

*Example: "This product launch increased membership and improved customer success."*

*Do you want to be the standout candidate for a new role or move up to a senior position? Strategize your next career steps by investing in developing networking skills. Deliver confidence and rapidly build business relationships, grow your referrals and “nail those interviews”.*

## WHAT'S YOUR CHALLENGE?

*Without a career strategy, you're not prepared for marketing yourself.*

*You don't have a clear vision of how to present your achievements and outcomes.*

*You're uncomfortable with networking and don't even keep in touch with colleagues.*

*Building relationships through networking makes you SWEAT, so you don't have connections with peers outside of your company.*

*You are not fully demonstrating your leadership qualities and don't get noticed for a more senior position.*

## THE 2ACTIFY FORMULA

*Proven, step-by-step career strategy systems for finding a job faster and advancing your career.*

*Deliver skills to present yourself as a confident, magnetic leader and contributor to dramatically impact your career advancement.*

*“ While playing a supportive role during my resume-building, all the phases of recent interviews... 2Actify has also been my guide on networking, time management, leadership and understanding my value proposition. ”*

*“ The 2Actify strategy helped me land a job within 6 weeks – and the process itself was enjoyable because it was a great way to rekindle relationships I had with coworkers many years ago. ”*

## START YOUR CAREER STRATEGY

**FIND CAREER OPPORTUNITIES FASTER**

**BE PREPARED & CONFIDENT**

**BUILD YOUR JOB REFERRAL NETWORK**

**STAND OUT WITH YOUR NETWORK**

# What does a list of “tasks” vs. delivering “value statements” look like?

## SEE THE FOLLOWING EXAMPLES

### EXPERIENCES/RESPONSIBILITIES

### OUTCOME STATEMENTS

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%

Collaborated with executive team, sales leaders, product managers, and operational leaders

Collaborated with executive leaders on the development of business objectives, strategies and technology solutions that resulted in successful product launches.

Engaging scientific presenter and communicator at 8 scientific conferences that focused on research findings

As a result of my presentations at 8 scientific conferences, our academic institution was awarded 2 grants in the amount of \$2M for continuing program research.

Created a patent for AI

Patent Inventor for new construction standards that reduced operational time by 34% using Artificial Intelligence. Awarded “2019 Patent of the Year”.

