



How to State Your VALUE PROPOSITION: Worksheet

The outcomes of your prior work show your value and lead to 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 within their company.

Most career seekers list their **responsibilities and tasks** 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 **ABOUT** and **EXPERIENCE** sections of your online profiles. You'll also be more prepared for **INTERVIEWS** and be ready to demonstrate your value and contributions to the role and organization!

Use this worksheet to:

- ✓ Articulate your value by defining the outcomes of your work in your profile and resume.
- ✓ Your outcomes can be **quantitative** in dollars or percentages.
- ✓ Your outcomes can be **qualitative** when you describe the impact of your work to the organization.
- ✓ **Quantify** your achievements through statements of how you saved \$ or increased \$, caused growth or decreases.
- ✓ Provide **qualitative** examples of positive outcomes resulting from your efforts if you don't have or don't want to use numbers or percentages.

What does a responsibility or task vs. an outcome look like? Below are 9 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% |
| Increased trade program membership | Achieved 150% growth in the company's trade program membership that resulted in \$100,000 of new product sales. |
| Directed research for assay development with my staff | Led the research for the assay development team resulting in many successful collaborations with external stakeholders. |



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|---|--|
| 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. |
| Led a Program Management office for our digital division | Mobilized a Program Management Office that enabled digital initiatives with long-term financial gains & efficiencies. |
| Project manager for graphic designs and branding program | Managed and led a team of 30 graphic artists and budgets of up to \$500,000 that contributed to the company's growth. |
| 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. |
| During my junior year at Rutgers, interned with United Healthcare, Inc. in the Business Leadership Program | As an undergraduate intern at United Healthcare (UH) during my junior year at Rutgers, I was recognized in their Business Leadership Program and offered a management role with UH upon graduation. |
| As a PhD candidate, created engaging educational demonstrations for high school students to introduce them to biomedical research | As a PhD candidate, created engaging educational demonstrations at 5 high schools resulting in a 10% increase of students that pursued a biomedical education. |

Your Turn! Value Proposition Worksheet

| EXPERIENCES/RESPONSIBILITIES | | OUTCOMES |
|-------------------------------------|--|-----------------|
| 1. | | |
| 2. | | |



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