

Worksheet

Develop your unique value proposition

What is a value proposition?

The term 'value proposition' can take many forms, but in short it is a summary of the value that can be provided by an organisation, a product, or (in the context of career development) a person.

For the purposes of this resource, let's focus on the term '**personal value proposition**'.

Your personal value proposition (PVP) is at the heart of your career strategy. By understanding the value you bring to a role and an organisation, you are able to articulate it to others.

Your PVP is transferable - it might be used during your applications (explaining why you are the best fit for the role/organisation), during networking events (through an elevator pitch), on a professional profile (such as on LinkedIn or a company website), or even just through general conversations.

This resource builds upon the Career Action Plan to help you unpack and articulate your value.

Example Value Proposition

This is just one example of how you could unpack and structure a value proposition. The purpose is to create a short overview of the value that you can bring in different ways (this could be through dot points, short paragraphs, key words) that you can tailor for different uses. See tailoring examples of how similar statements can be used in different ways.

Foundational Statements

Experience

- Over three years' experience in higher education, with specific experience in project management, learning design, facilitation and educational video development.
- Completed a Bachelor of Arts (Honours) specialising in Psychology, completing a thesis on the relationship between teenage alcohol use, morals, and popularity.

Interest

- With my passion for the learning sciences, I ensure that my workshops, online resources and other learning opportunities are underpinned by a scholarly approach.

Strengths

- Programs: I am confident using programs including Adobe Suite, Microsoft Suite, SPSS, NVivo and Qualtrics.
- Data collection: As a research assistant and during my honours, I was responsible for conducting observations in over 40 classrooms, developing and conducting over 20 surveys to over 1000 students and teachers, and conducted over 100 focus groups and interviews.
- Project management: As a research assistant, I managed three research projects involving twenty schools and over 600 students and staff in South-East Queensland over two years.

Professional Values:

- Collaboration, Connection and Transparency

Achievements/Feedback

- Facilitating workshops: "I really liked how flexible and agile Sally was at taking questions and answering them - being able to hear other people's experiences and then the expert knowledge/advice related to them was great for putting everything in real contexts and making it memorable/troubleshooting." (Student, 2021)
- Developing educational videos: I developed a series of educational videos for the Department of Education through creating storyboards, conducting interviews, filming and editing footage on creating a student participatory model in schools.

Key Roles/Organisations/Next-Steps

- Looking for promotion to - Learning Designer/Instructional Designer
- Organisations: Universities in South-East Queensland or New South Wales

Things I want to know more about

- What it is like to work as a learning designer within a faculty?
- What advice would current learning designers have given to their previous self?
- What are other people's favourite programs that they use as a learning designer?

Tailoring example

Cover Letter (part of introductory paragraph)

Having three years' experience in education, and a Bachelor of Arts (Honours, Psychology) focusing on learning sciences, I bring to this role a multi-disciplinary background of facilitation, multi-media, project management and educational research, that would be beneficial in designing and facilitating employability development experiences to the UQ community.

Resume (Career objective)

With three years' experience in higher education, I'm seeking to utilise my skills in facilitation, project management, and evaluation to empower collaborative learning experiences in higher education and to support student employability development.

Networking

Some prompting lines that I often use when talking to people – a conversation is two-way, but this just helps to ground my professional identity when introducing myself to others.

"What do you currently do?"

I work as an Employability Facilitator for the Career Development Team at UQ, where I develop and facilitate career development workshops and resources to embed within and outside of curriculum. Essentially, I support students and staff in unpacking their career development.

"What is your background?"

For the last three years I have been working in higher education, and in particular in employability and inclusive education research. I primarily design and facilitate career development workshops within and outside curriculum, but also have a background in multi-media, project management and research methodologies.

Elevator pitch

- Hi, I'm Sally and I am a current Employability Facilitator at UQ, developing and facilitating career development workshops for students.
- At the moment I have really been enjoying using H5P to develop online learning activities that complement the workshops.
- If talking a Learning Designer: Do you have a favourite program that you are using at the moment?

Your Value Proposition

Develop your own value proposition. Remember to reflect on your career action plan (your strengths, interests, values, next-steps and key roles/organisations you're interested in).

Experience	
Interests	
Strengths	
Professional Values	

Achievements/ Feedback	
Key Roles/ Organisations/ Next-Steps	
Things I want to know more about	

Your Value Proposition: Bringing it all together

Based on your above reflections, now write-up your own value proposition.

For further details, please contact:

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