Preparing Your Value Proposition

Your Objective

Here's your objective for this exercise: to develop a clear, succinct, and inspiring message that communicates the value you bring to either your role within your organization or the current project in which you are involved.

A Five-Part Preparation Process

- 1. Tell your partner about a "Personal Best" moment. Your partner will listen for strengths, values, and what moves or touches him or her.
- 2. Brainstorm together a metaphor for the value you bring to either your role or your current project.
- 3. Develop a 60-second sound bite that claims the value you bring to either your role or your current project.
- 4. Get some coaching from your partner about how to deliver this with passion and power.

You will deliver your value proposition without any notes, but you may want to script what you are going to say as part of your preparation. Use the rest of this page and the next page to prepare your text.