VALUE PROPOSITIONS

CONSIDER TWO QUESTIONS

When creating your value proposition, you are essentially answering two questions:

1. Why should a company invest in you as an employee?
2. How will you add more value than your competition for the position?

To answer these questions requires not only exploration into your values, skills, strengths, and experiences, but an understanding of what values, skills, strengths, and experiences that your prospective employer desires. On top of that, you need to be engaging, interesting, and quick.

SIX WORD BRAND

To start the process, challenge yourself to narrow down your value proposition to a six word professional brand. This can be as simply stated as “MS Finance candidate. Investment banking background”

Begin to brainstorm nouns, adjectives, verbs, and phrases that best describe you:

Then start piecing your descriptors together so you have a few different options for a 6 word brand:

1.
2.
3.

This is the starting point for knowing what key points to make as a take-away for prospective employers.

Cross-reference your brainstorm and 6 word brands with your research on your target industry. Do your values, skills, strengths, and experience align with what they are looking for in candidates?

It is your job to make your candidacy make sense to the recruiter reading your documents and listening to your elevator pitch. The job search is the ultimate marketing process and the value proposition is the definitive marketing pitch.
From there, start to elaborate on your brand by identifying your key experiences, skills, and strengths to answer the two questions posed to you earlier. Putting this all together will help you to formulate your value proposition.

Your value proposition should flow naturally and cover the salient points you want to be remembered by prospective employers. You want to incorporate industry buzzwords and job description keywords while promoting what makes you a valuable asset to the organization.

The fill-in-the-blank prompts below can assist in getting you started:

- Highly ______________________ Master of Science in ____________ candidate at Johns Hopkins Carey Business School with experience in ______________________. Passionate about ________________________. Certified in ________________________.

- Master of Science in ____________ candidate at Johns Hopkins Carey Business School with proven abilities in ________________________. Experience working in ________________________. Fluent in ________________________.

- Johns Hopkins Carey Business school graduate focused on ________________________. Driven to/by ________________________. Unique skills in ________________________.