

My Powerful Professional Value Proposition (PVP)

A professional value proposition (PVP) statement is a brief, yet compelling statement that summarises your unique value and benefits you offer to potential employers. It highlights the key skills, experiences and strengths that make you stand out from the field.



Your PVP is sometimes called an “elevator pitch or your 15-second pitch”. It can be used:

- › As your CV Profile summary
- › In your LinkedIn Profile “About” Section
- › In your Job Application Cover Letter
- › We advocate modifying your PVP for individual employers and events. Make your PVP fit with your audience.

The benefits of a PVP

Having a PVP offers numerous benefits including:

- › Attracting new job opportunities and promotional opportunities
- › Positioning yourself for available or upcoming job roles
- › Creating a positive professional brand
- › Clear, concise, and memorable messaging to prospective employers
- › Instills confidence in yourself and in others about your value as an employee.

How to create your PVP

STEP 1

Think about what makes you valuable

- › Know how your work experiences make you valuable
- › Consider how your skills are valuable to the company
- › Know your strengths and how they are valuable to the company
- › Be clear about your achievements in other roles and how they make you different.

STEP 2

Understand the prospective employer's business and skills needs

- › Find out the employer's current skills shortages & future skill needs
- › Understand key challenges they face and how you can help solve these problems
- › Tailor your PVP to address their unique needs.

STEP 3

Craft a compelling PVP statement

- › Once you understand their key needs create a compelling statement that shows how you are the right person to solve their problem.
- › Make sure you edit your statement to meet the needs of the employers you are speaking with.



Practice your statement(s) so that they flow and sound convincing

Let's create your PVP – a simple template to follow.

Creating your PVP is as easy as filling in the blanks below.

I am a _____ professional specialising in _____. My strengths include _____, _____ and _____. I have achieved _____, _____ and _____.

I am excited to _____ in my next role.

Powerful PVP examples

1 The project manager

I am a project management professional specialising in large, complex IT initiatives. My strengths include gathering requirements, translating requirements to technical teams, and communicating with stakeholders. **I have consistently delivered \$100million projects on time** and below budget, and am excited to achieve quality, cost, delivery, and productivity goals in my next role.

3 The customer service professional

I am a customer service professional with a track record of achieving company-leading customer satisfaction results. My strengths include turning around negative customer experiences and improving the performance of low-performing team members through mentoring. **For the last five years I have consistently received customer satisfaction ratings above 95%** and efficiency metrics above 90% and have helped more than 20 team members improve their ratings by at least 15%. I am excited to leverage these skills to help improve customer satisfaction in my next role.

2 The administrative professional

I am an administrative professional specialising in supporting day-to-day operations for busy executives. **I am known for my ability to expedite tasks and manage complicated administrative duties with ease.** I have often been selected to assist on special projects for the executive team because of these strengths and am excited to provide best-in-class administrative support in my next role.

4 The executive manager

I am an executive manager who leads the vision and strategy to build industry-leading companies with **over 15 years of success in start-up and mature environments.** I make an impact when brought into challenging environments where a sense of entrepreneurship and innovation is key. I drove three businesses to reach successful IPOs and am excited to leverage my expertise in start-ups in my next role.