Next Level Skill   
Articulating Your Value

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# Step 1: Fascinate - Understanding Your Skills

### Complete the table below.

Think of your job, your daily responsibilities, and the tasks/projects you’re expected to complete, then fill in this table describing the skills/tasks that fit the categories described.

| SKILLS/ TASKS | LOVE IT | SOUL-CRUSHING |
| --- | --- | --- |
| EXCEL AT |  |  |
| EMERGING SKILL |  |  |
| NOT GOOD |  |  |

### Based on your answers to Step 1, which skills should you be highlighting when you articulate your value? *(Things you both love and excel at, and want to be hired to do again and again and again.)*

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# Step 2: Connecting the Dots - Linking Impact to Skill

Choose 3 skills that you want to highlight in your value articulation.

### **For each skill, complete the following sentence: Because I am really good at this, I can… Here you want to start talking about the impact the skill can have.** E.g. because I am good at building rapport (skill), I can easily build trust with strangers, I can rapidly elicit information, and I can step into training and workshop settings and build camaraderie, engagement, and interest (impact).

SKILL #1: \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

IMPACT:

SKILL #1: \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

IMPACT:

SKILL #1: \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

IMPACT:

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# Step 3: Make Them Care- Build Your Value Proposition

Think of one or several people you want/need to share your value with - craft your answers with them in mind.

### What are some problems they’re trying to solve?

### What frustrations might they be dealing with?

### 

### Imagine you can read their thoughts, what kinds of things do they worry about?

### 

### What kinds of things are they dreaming of or hoping for?

### 

### How can you meet that need for them using your skills and their impact? *(Stay away from jargon, use real-world, everyday language)*

Example - *In a recent interview prep session, a client shared that she found out that her future boss was an idea person who struggles with implementation. She on the other hand is an action-taker who loves getting things done.*

*Her value proposition for him: “I can bring your ideas to life.”*

##### Step 4: Putting It All Together

#### Pitching Your Value

You can do this one of two ways 1. Write it out. 2. Draft an outline with the important points and practice saying it out loud.

FYI in our coaching session this week you’ll get to answer a typical networking/interview question for me using this framework.

### What skills do you want to share with your network?

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### What are a couple of activities (work or personal) that have allowed you to use these skills that you could share as a preamble? *A good lead-in: “One thing I really love…”*

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### What impact can you make with those skills? *A good lead-in: “Because of that I can….” OR “ With that, I can…”* What’s in it for them? *A good lead-in: “ What that means for you….”*