
CRAFTING YOUR PERSONAL VALUE PROPOSITION

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WHAT IS PERSONAL VALUE PROPOSITION (PVP)

PVP is a concise statement that articulates an individual's unique value based on skills, expertise, and personal strength, and how these can positively contribute to an organisation, task or role.

Key elements of a strong personal value proposition:

- **Clear and concise language:** Avoid jargon and make it easy to understand.
- **Specificity:** Highlight specific skills and experiences relevant to the opportunity.
- **Quantifiable results:** Whenever possible, use numbers or specific examples to demonstrate impact.
- **Focus on the benefits:** Explain how your skills and experience will help the potential employer or client.
- **Demonstrate a Strong Vision**
- **Tailor to the audience:** Adapt the statement to the specific needs and interests of the target audience.



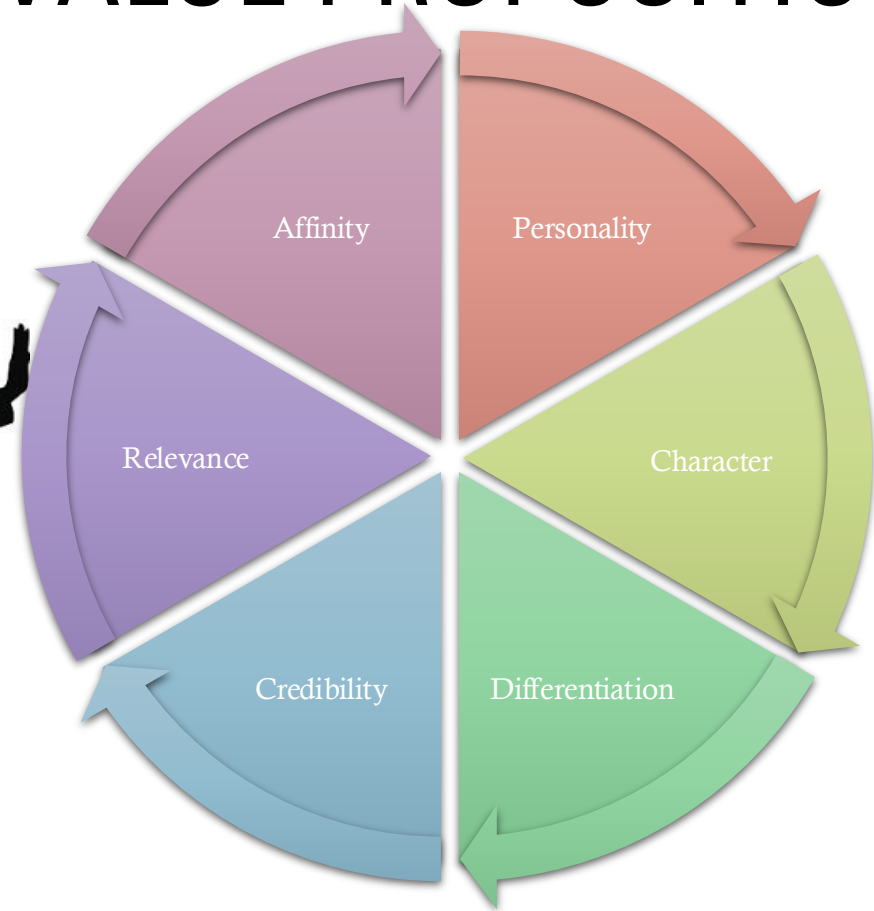
EXAMPLE OF PVP STATEMENTS

"I am a highly analytical and data-driven individual with a proven track record of improving business processes and driving revenue growth. My ability to identify trends, analyse data, and develop actionable insights will help your organization make data-driven decisions and achieve its strategic goals."



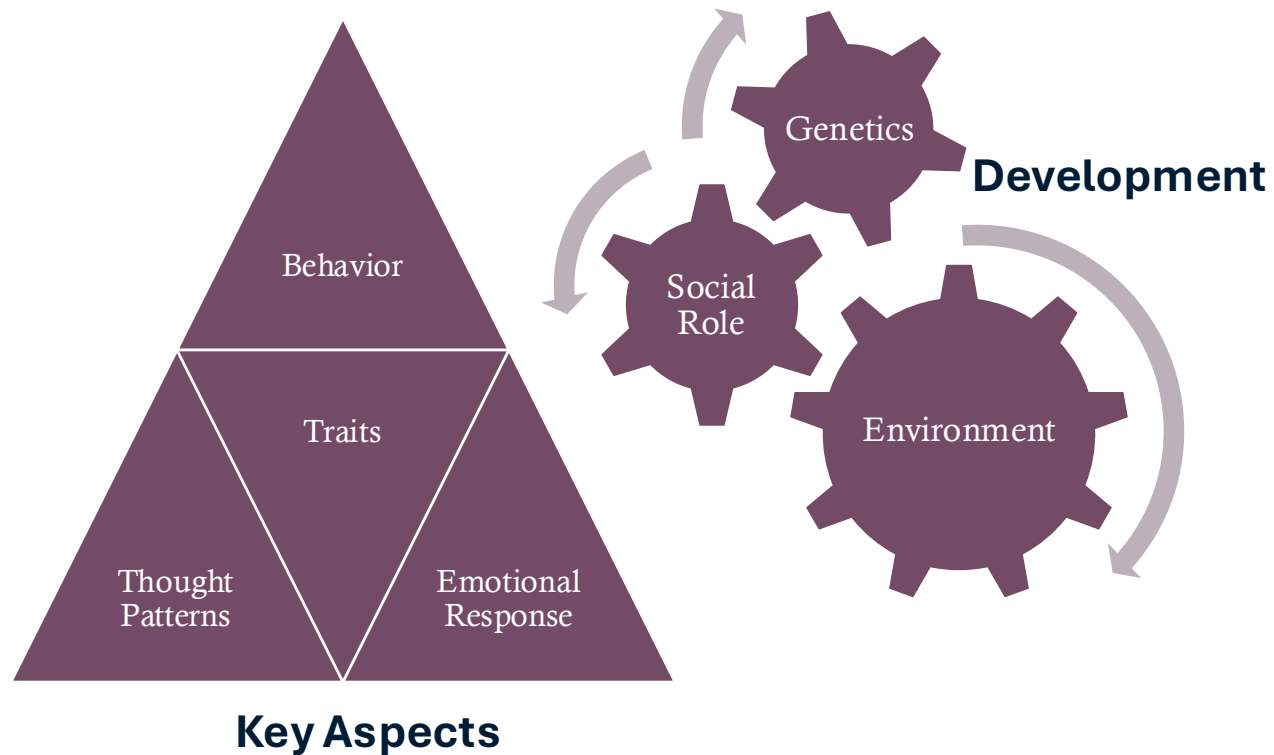
"With my strong communication and interpersonal skills, coupled with my extensive experience in project management, I am confident in my ability to lead teams, manage complex projects, and deliver exceptional results."

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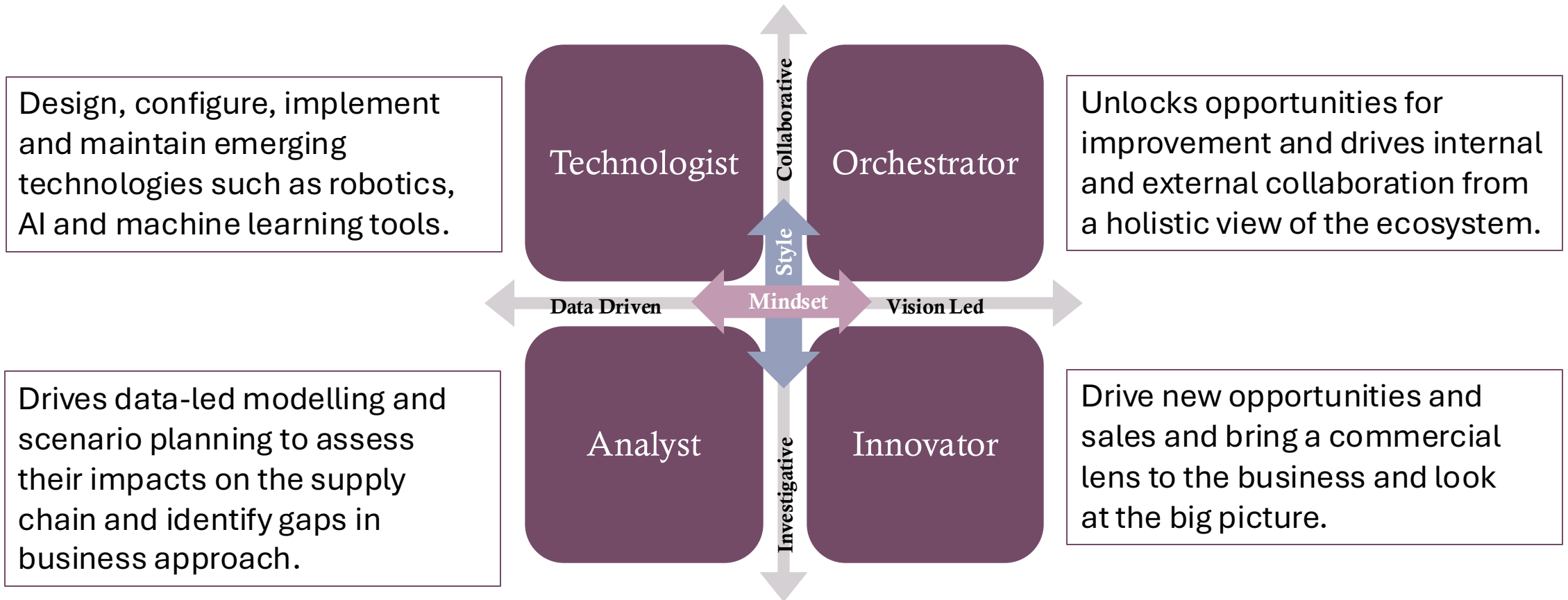
PERSONALITY

Personality refers to a person's unique and enduring characteristics, including their thoughts, feelings, and behaviors, that shape how they interact with the world.



Source: <https://peoplehawk.com/personality-types/> (2024)

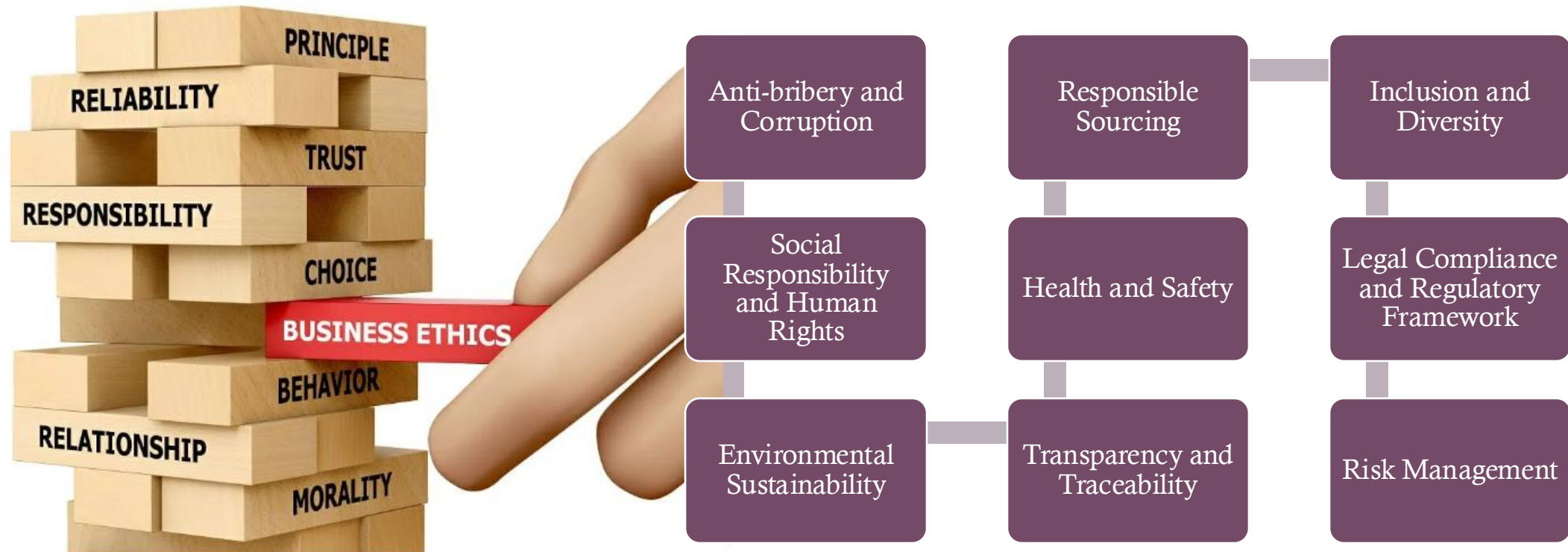
FOUR FUTURE PERSONAS FOR SUPPLY CHAIN



Source: Ernst & Young (2019)

CHARACTER

Character refers to the person's moral and ethical qualities.



DIFFERENTIATION

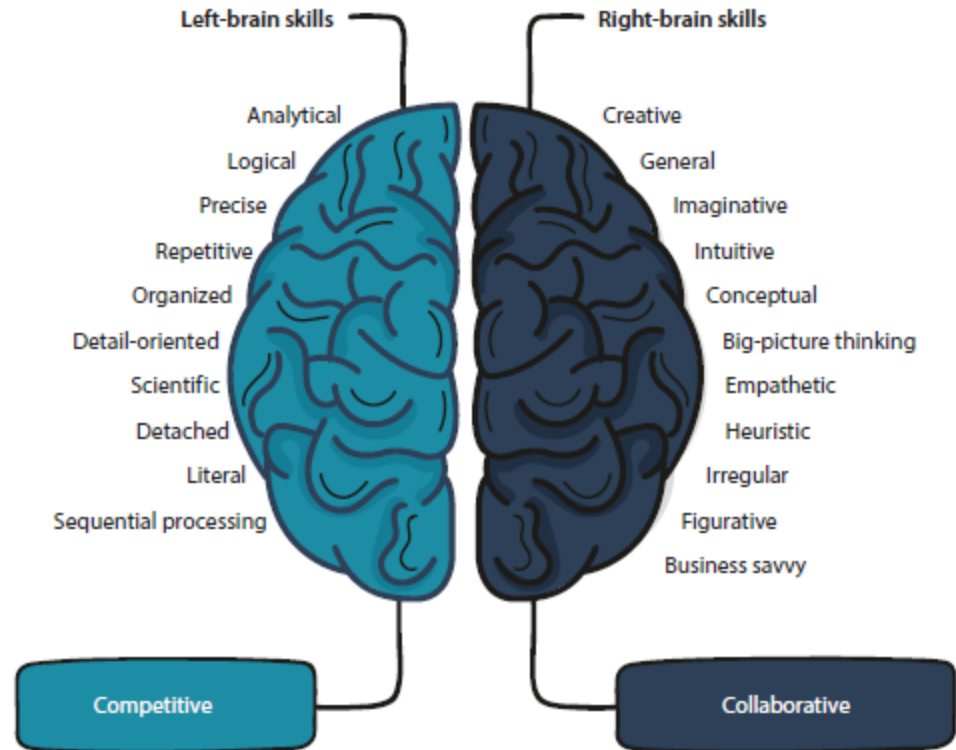
What sets you apart from your competitors?

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“Both job candidates are equally educated, equally experienced and equally qualified, but one can play *Layla* on his armpit!”

SCM Whole-Brain Approach



Source: Strohmer et al. (2020)

CREDIBILITY

Proof trustworthiness and believability because it establishes trust and confidence in your ability to deliver on what you promise.



Time
Management



Awards and
Recognition



Data and
Statistics



Qualification
and Expertise



Consistency and
Commitment



Case Studies and
References



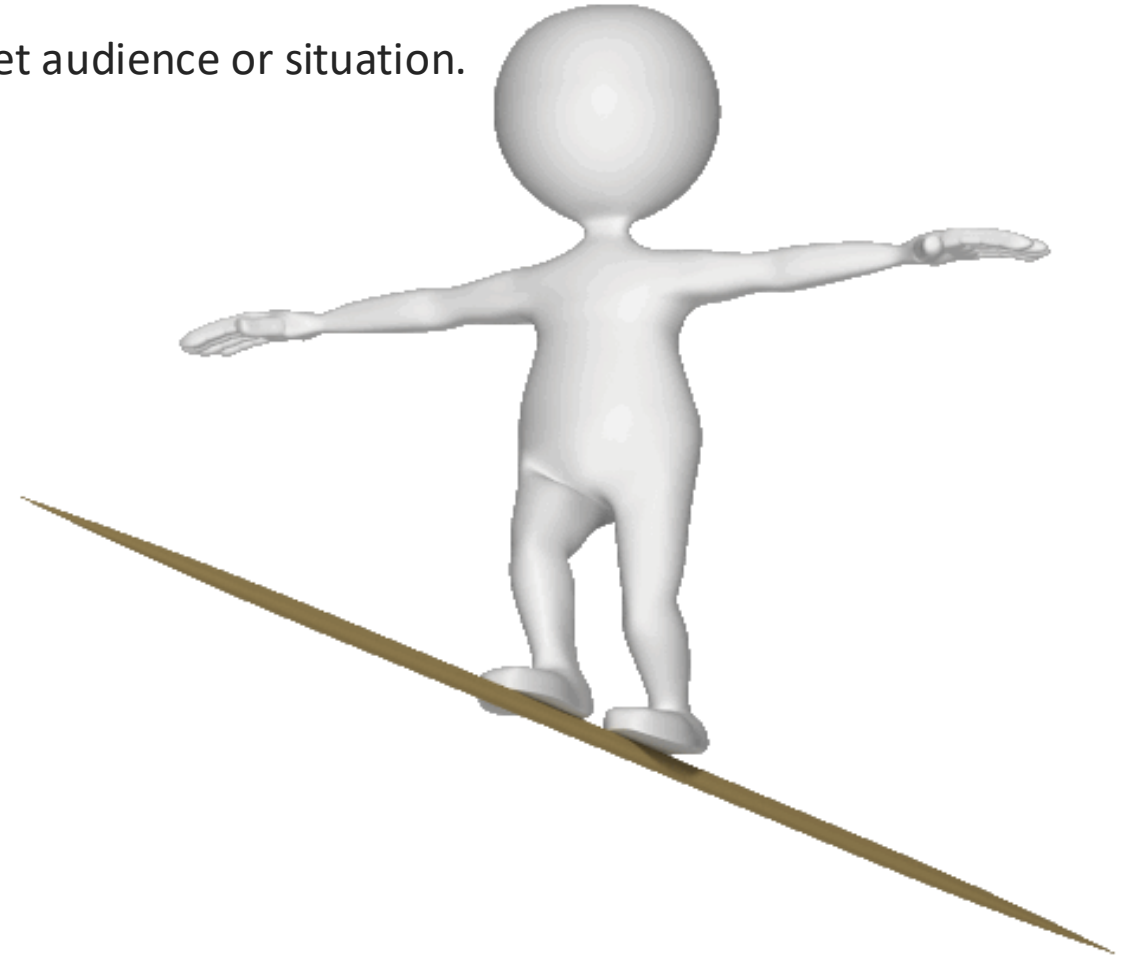
Experience and
Track record



RELEVANCE

Addresses the specific needs and challenges to the target audience or situation.

- ❑ Conduct Research and market analysis
- ❑ Continuous Learning and Skill Development
- ❑ Adaptable and stay abreast of latest trends
- ❑ Networking and build relationships
- ❑ Continuous Learning and Skill Development
- ❑ Mentorship and coaching



AFFINITY

The shared values between you and your target audience and your ability to work with others.



Coordination

This involves aligning and synchronizing the various activities from source to distribution.

Communication

Open and transparent communication including information sharing

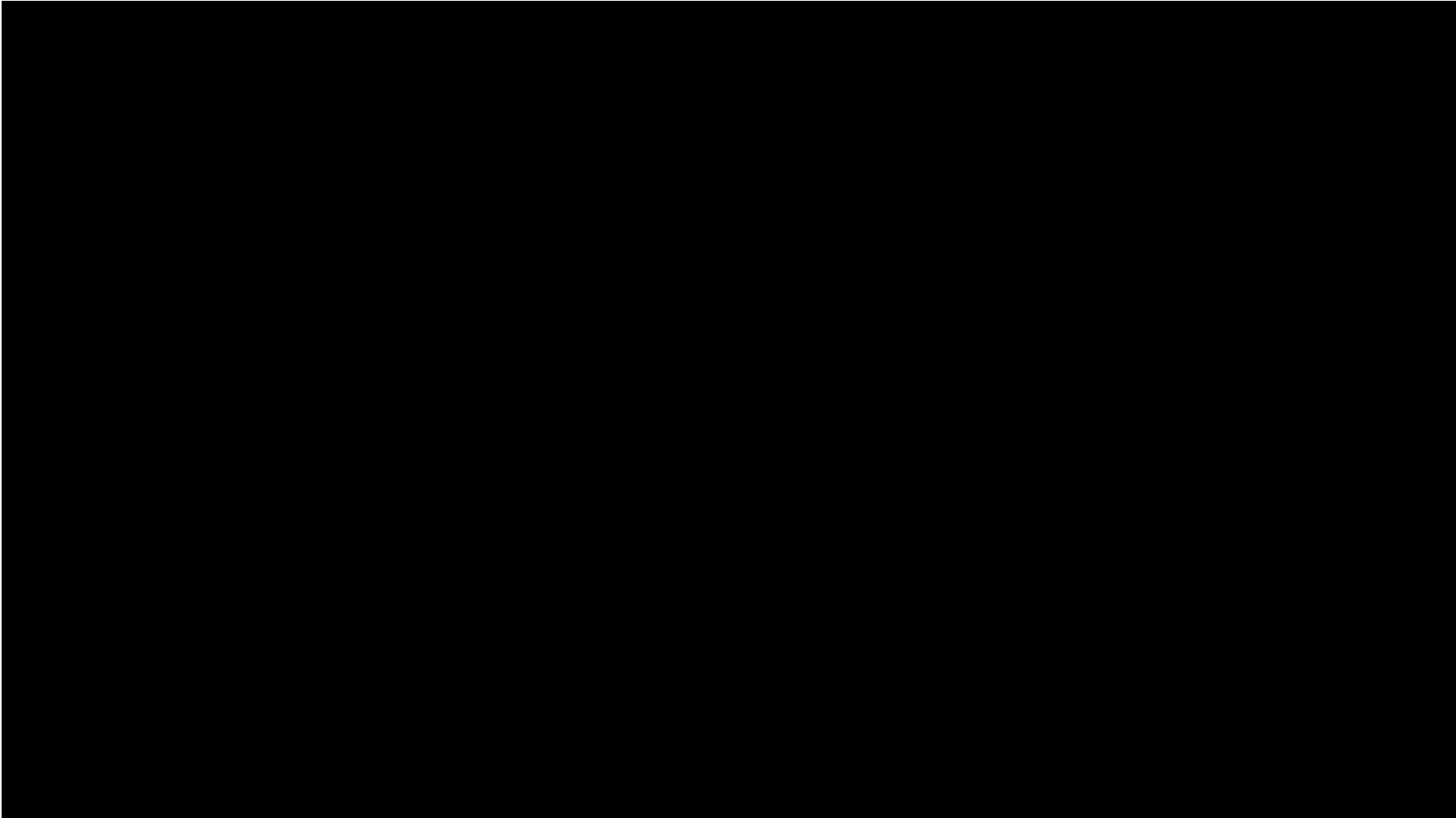
Collaboration

Building strong partnerships and Collaborative relations with stakeholders

Customer-focus

Understanding needs and ability to resolve problems

KEY POINTS:

- Promote your strengths and expertise
 - Be authentic
 - Stay relevant
 - Keep it concise
 - Tailor for audience
 - Use action verbs
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THANK YOU

