

# PROFESSIONAL VALUE PROPOSITION

Your Professional Value Proposition (PVP) is a compelling, concise statement conveying your value, unique abilities, and professional brand. Your PVP can be used when networking, on your professional branding documents, and to answer the "tell me about yourself" question while interviewing. You can create your PVP in three simple steps:

## Step 1: Think about what makes you valuable

- What is your background and experience in localization?
- What do you do that creates value and makes an impact?
- What are your strengths in the localization field - those things that help you stand out against your peers?
- What evidence do you have that demonstrates those strengths?
- What are you excited about doing in your next role?

## Step 2: Fill in the blanks!

I am a localization professional specializing in \_\_\_\_\_. My strengths include \_\_\_\_\_ and \_\_\_\_\_. I have achieved \_\_\_\_\_ and \_\_\_\_\_ and I am excited about \_\_\_\_\_ in my next role.

## Step 3: Put it all together and edit as needed

Make sure it flows nicely, is easy to understand, and is concise (1 minute tops!).

Practice delivering it with several different people.

Make sure you say it with energy and enthusiasm.

### EXAMPLE:

I am a localization professional specializing in large, complex IT initiatives. My strengths include gathering requirements, communicating requirements to technical teams, and communicating with stakeholders. I have consistently delivered multimillion-dollar projects on time and below budget, and am excited to achieve quality, cost, delivery, and productivity goals in my next role.