



THE CONFIDENCE ADVANTAGE INC.

Helping leaders be as successful as they dare!

How To Articulate Your Value With Confidence

All too often people struggle to effectively, and completely, communicate their value in a way that helps their audience understand the value they bring and the problems they can solve. While there are many reasons people struggle to articulate their value, I believe the main three are:

1. They don't give themselves enough credit for their experiences and successes.
2. They focus too much on using high level descriptions and buzz words.
3. They don't frame their experiences, challenges, and successes in stories.

Having a formalized process and methodology can support you in a number of key areas:

1. **Networking** – Being prepared with clear messaging, and the ability to communicate your stories, builds confidence and establishes credibility.
2. **Interviewing** – Having crisp and impactful examples, and stories, to address all interview questions creates a connection and builds credibility and relevance.
3. **Resume building** – Providing clear documentation and articulation of your past experiences establishes relevance and will effectively communicate your value.
4. **Confidence building** – Nothing reduces fear, and increases comfort and confidence, better than preparation and practice!

Executing this 3-step process will increase your effectiveness communicating your value:

1. **Identify your key strengths, experiences, and successes:**
 - Leverage past performance reviews.
 - Solicit honest, constructive feedback from managers, peers, professors, coaches, and those you lead.
 - Engage friends and family for their comments and input.
2. **Document specific and personalized details**
 - Include terms and details that highlight the scope and impact of your experiences.
 - Include numbers to showcase results and impact.
3. **Frame your value and experiences in stories using the “CARL Framework of Reflection”:**
 - **C**ontext: Brief description of the context of your experience.
 - **A**ction: An explanation of the actions you, or your team, took.
 - **R**esult: Clear articulation of the results and impact of your actions.
 - **L**earning: Communication of what you have learned from the experience.

To guide you through the process ask yourself reflective questions when reviewing your stories, and resume bullet points, to ensure you are speaking in the language of impact:

- What problem were you addressing or tasked to solve?
- How did your actions improve the business or situation?
- What value did you create?
- What measurable impact did you and/or your team have?
- How long did it take?
- How did the results compare to the plan or goal?
- How can you make the story or bullet point more concise?

The following is an example of a resume bullet point, and how it can be enhanced to be more impactful. Note that the fact in “ ” is the example, and the comment or question in () is what you need to consider to enhance your message:

- “Led a sales team” (No different than thousands of others)
- “Led a financial planning sales team” (More specific but too generic)
- “Led a team of 19 financial planners” (Solid skill but what actions did you take?)
- “Led a team of 19 financial planners supporting the investment and borrowing needs of clients” (Can you be more specific?)
- “Led a team of 19 financial planners responsible for supporting the investment and borrowing needs of over 1000 clients and representing over \$50MM of business” (What value did you create, or what impact did you have?)
- “Led a team of 19 financial planners responsible for supporting the investment and borrowing needs of over 1000 clients representing over \$50MM of business resulting in Y/Y growth of 15% representing 155% of plan” (Can you be more concise?)
- “Led a team of 19 financial planners, supporting over 1000 clients and representing over \$50MM of business, to 15% Y/Y growth and 155% of annual plan.”

Note, the same principles apply for all people regardless of their career stage. While those later in their career have more experiences to draw upon, students, and those early in their career, often have more experiences than they give themselves credit for. Don't be humble when crafting your story, it's not bragging if it's true!

Two key things to remember:

Companies hire you to solve problems.
As a result, you need to be very clear about the value you bring and the problems you solve!

Everyone is in sales, and you are selling the most important thing which is you!
So, smile and speak with confidence and conviction.