

Value Proposition Presentation (Interview) and Hard Copy Outline

You will choose a specific job and company to use for this assignment. It could be a job that is in another state or country or even a job posting that has expired. It cannot be a job that is too far beyond your qualifications. You will use this job posting for the interview, resume, and cover letter.

In every interview, it is likely that the interviewer will ask you: **“Why should I hire you over the other candidates?”** Your answer must come across confidently if you want to stand out as a strong, qualified candidate.

You will be paired with another class member for a “mock interview.” The two of you will sit together at a desk in the front of the room. Your partner will ask you two random warm up questions and then ask the above question, and you will have two minutes to respond. Then, you will change roles. The interviews will be videotaped. **You only have to make eye contact with your interviewer.**

Use your class notes, example videos on Canvas, and your text to help you complete the outline on the following page. You will:

1. Make a connection with the person interviewing you and establish a connection to the company
2. Identify two of your unique strengths
 - Provide specific examples of how you have demonstrated each strength in the past
 - Provide a “benefit” statement for each strength (a sentence that captures how the hiring manager can expect to benefit from your strength)
3. Provide a brief summary of the proposition and reconnect with interviewer and company

Outline Format for Value Proposition

Please copy and paste the format below into a new Word document and create an outline of your value proposition *using full sentences*. This will be turned in as a hard copy on the day of your presentation.

If you would like to create notes or a shorter document to speak from, you can use them as long as they look professional - we will discuss this in class.

INTRODUCTION:

1. *Connection Statement* (create a connection to the interviewer and company)
2. *Summary of Strengths* (the 2 reasons why you are uniquely qualified for the job)

(Transitional statement/phrase)

BODY:

1. *Strength 1* (skill/ability/attribute that differentiates you from all other candidates)
 - a. Example to support Strength 1 (quantify or qualify this example)
 - b. Benefit statement to support Strength 1 that shows your research of the company

(Transitional statement/phrase)

2. *Strength 2* (skill/ability/attribute that differentiates you from all other candidates)
 - a. Example to support Strength 1 (quantify or qualify this example)
 - b. Benefit statement to support Strength 2 that shows your research of the company

(Transitional statement/phrase)

CONCLUSION

1. *Summary of Strengths*
2. *Strong Closing Statement of Commitment* (reinforces your commitment/desire to become part of the interviewer's team/organization)

Name: _____

Evaluation Checklist for the Value Proposition Mock Interview	1-10
Opening made a connection w/ decision maker using "you attitude"	
Previewed main points/areas of uniqueness/framing	
Clearly presented 2 unique qualities and supported these qualities with evidence/examples - quantified or qualified with specific stories	
Linked qualities to position requirements and clearly stated the benefits to the organization, demonstrated research of the company	
Employed memorable conclusion with a summary of strengths and "you attitude"	
Used conversational delivery Volume Speed/ pacing Sustained eye contact Use of verbal fillers	
Used natural, professional and purposeful body language Posture showed interest in interviewer Fidgeting or self-soothing behaviors	
Outline followed structure and was free of mechanical errors	
<i>Subtotal</i>	
Speaker exceeded two minute time limit and :30 grace period (-.5)	
Score out of 100 _____ divided by 5 for Final Score =	/20
What did the speaker do well?	
What are the speaker's areas of opportunity?	