

CAREER EXPERTS GROUP

LET'S GET TO WORK ON YOUR CAREER!

YOUR CAREER > YOUR FUTURE

ASK THE EXPERTS

APRIL 2022

PERSONAL BRANDING

What is a Personal Value Proposition (PVP) and how do I develop one?

Your PVP is your personal career brand and demonstrates what makes you unique and why you're the best person for a position. All of your career collateral (resume, cover letter, LinkedIn profile) should support your PVP.

Steps to develop a strong PVP:

1. Set a clear job/position target.
2. Identify your values, strengths, or passions.
3. Tie your strengths to your target job/position.
4. Provide evidence and success stories to support your PVP – include quantifiables whenever possible.

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