

Discover Your Expertise

Do You Think Your Experience is Your Offer?

An Offer is a Statement of the Transformation or Outcome that you cause to happen at your new company by delivering your skills, knowledge and passion. In other words, your expertise.

It is NOT a Statement of your Service.

The Value of your Offer is BEST created by determining first what it costs your prospective company NOT to take advantage by engaging you. The further you diagnose that position, the better prepared your hiring manager can be to make a value assessment of their investment with you vs. hiring someone else, or continuing in their present state.

At times, we tend to overstate things that we know are challenging for US because we want people to know how hard we've worked to get them done. These things are irrelevant to the value of our Service to the company unless we are a commodity. Also, relating the value of your service to the number of years of experience puts you in a place of comparison and makes your hire about you and not about the OUTCOME for the company.

Your Expertise is what you DO.

Your Offer is the OUTCOME of what you DO.

Questions to Aid in Creating Your Expert Offer and Presentation

- What are some features of your expertise that you tend to overstate because you have so much personal energy invested in them?

- What is your greatest success story?

- What were the EXACT results?

- What were the incremental results gained because you achieved these direct results?
HINT: Go wider AND deeper into your past employer's experience.

- What would it have cost them NOT to engage you?

- How much of this story can translate to your entire industry?

- What are the results you WANT to be known for?

- What are the biggest benefits your new company gets from engaging you?
- What challenges does a hiring company face in engaging you?
- Which values are most important to you right now? You may have chosen jobs based on money before, but maybe autonomy and growth are more important for you now.
- What experience or opportunity is missing in your current work? If your current tasks are not challenging you, the same job description in a different company won't make a difference.
- What kind of opportunity will allow you to do your best work?

General Comments –