

VALUE PROPOSITION EXERCISE

Complete the outer boxes first, then list words and phrases that overlap in the middle column. Then create your VP statement.

| | | |
|---|------------------------------|--|
| WHAT I OFFER | CONNECTION POINTS | WHO I WILL SERVE |
| | | |
| At what do I excel? What are my best skills? For what are people eager to pay me? | | Who is attracted to me and sees me as a resource? Who am I drawn to? |
| MY GOALS | | WHAT DO THEY WANT? WHAT WILL THEY PAY FOR? |
| | | |
| What do I want to do? | Value Proposition | What services and benefits do they need? |

- *Which of these words and phrases describe you most of the time and in most situations?*

| | | | | |
|-----------------|------------------|--------------------|------------------------|-------------|
| Integrity | Romance | Renewal | Integration | Principles |
| Honesty | Freedom | Healing | Making a difference | Rationality |
| Genuineness | Exploration | Relationship | Volunteering | Nature |
| Authenticity | Creativity | Team | Financial independence | Outdoors |
| Accountability | Fun | Community | Stewardship | |
| Do what you say | Artistic | Belonging | Frugality | |
| Directness | Spontaneity | Depth | Overflow | |
| Sincerity | Flexibility | Being known | Sharing | |
| Strength | Knowledge | Intimacy | Benevolence | |
| Character | Identity | Commitment | Lifelong learning | |
| Follow through | The search | Friendship | Investment | |
| Sacrifice | Meaning | Communication | Success | |
| Legacy | Influence | Gentleness | Recognition | |
| Family | Truth | Compassion | Community involvement | |
| Marriage | Passion | Caring | Career advancement | |
| Duty | Seeing the world | Emotion | Efficiency | |
| Honor | Adventure | Spiritual life | Accomplishment | |
| Heritage | Diversity | Health | Focus | |
| Responsibility | Travel | Devotion | Purpose | |
| Harmony | Change | Passionate pursuit | Achievement | |
| Security | Movement | Worship | Building | |
| Stability | New challenges | Generosity | Leadership | |
| Peace | Opportunity | Service | Mastery | |
| Home | Enthusiasm | Reflection | Competence | |
| Thoughtfulness | Starting things | Reaching out | Precision | |
| Practicality | Entrepreneurial | Evangelism | Excellence | |
| Nurture | Motivation | Changing the world | Doing it well | |
| Love | Progress | Hospitality | Planning | |
| Beauty | Inspiration | Concern | Being knowledgeable | |