

## Value Statement

As you know, today's job market is incredibly competitive. Students who have been most successful in finding their ideal summer internships and full time positions were the ones who took responsibility over their job searches. They thought carefully about what they wanted to do, why they were interested in a certain area, and conducted research on prospective companies. They prepared an honest self-assessment that, more often than not, equated with success. As a result, the M.E.M. program strongly encourages all our students to prepare their personal value statement as the first step in their job search.

More specifically, employers want a few basic questions answered during the recruiting process. Your task is to think about your education, work/internship experience, and background, and write one or two sentence answers to each question. The end product will be the primary **content** of your value statement. Once you have thoroughly contemplated these issues you will be ready to present yourself to a potential employer. We encourage you to meet in small groups to discuss your responses with your classmates. Take the time to write your responses. You will benefit greatly if you prepare for this exercise.

Please answer the following questions:

### Content:

1. **Why me?** What applicable competencies (skills, behaviors, or personal characteristics) do I bring to the table? Competencies are characteristics that enable you to perform on the job in an exemplary way. They are also known as success factors to help you get results. Part of this success is knowing when to use the right competency.

Why should a company hire me instead of the many other talented M.E.M., engineering or business masters students applying for the same job? What are my points of differentiation? (Everyone applying will be smart, team players, hard workers; how are you different?) If I am trying to get into a career that my background has not obviously prepared me for (I am a "career switcher"), what skills and relevant experience will I have to offer a different field, function or industry? What will make me more qualified than someone who has specifically prepared for or already done this job?

2. **Why not me?** What is holding me back from getting this job? Am I a "career switcher" looking for a job in an industry where prior experience or training is necessary? Is my weakness on my resume and open for all to see? If this is the case, then you need an argument to overcome this deficiency or lack of experience. Be honest with yourself.
3. **Why this industry?** What is exciting about this industry? Why would I choose it over other industries? If I am a "career switcher", why do I want to work in this area? What relevant experiences/interests will I be able to apply to this industry? Why am I passionate about this industry? Where do I see this industry going? Where do I see myself going in this industry, and how can I add value?
4. **Why this function?** What about a specific function, i.e. project management, engineering, marketing, etc. interests me? What does someone in this function actually do on a daily basis that interests me? How will I add value to this position by using my prior experience?
5. **Why this company?** This is a question to be answered in the weeks preceding the interview.

### Agenda:

1. What is my 60-second "elevator pitch"?
2. What is my opening statement?
3. What are the 3 or 4 points about my candidacy that I must make certain are stated in the interview?
4. What is my closing statement in response to "Is there anything more I need to know about you?"

## Value Statement Workspace

### Competencies

Competencies are characteristics that enable you to perform on the job in an exemplary way.

What applicable competencies (skills, behaviors, or personal characteristics) do I bring to the table? Why should a company hire me instead of the many other talented M.E.M., engineering or business masters students applying for the same job? What are my points of differentiation? (Everyone applying will be smart, team players, hard workers; how are you different?) **List 4 or 5 points of differentiation and one sentence explanations for each.**

Points of differentiation

### Weaknesses

Why not me? What is holding me back from getting this job? Am I a “career switcher” looking for a job in an industry where prior experience or training is necessary? Is my weakness on my resume and open for all to see?

You need an argument to overcome these issues. Be honest with yourself. Until you are able to identify what others see as a weakness, you will not be able to offer a rebuttal. **List 2-4 deficiencies or weaknesses and one sentence explanations for each.**

What are my deficiencies or weaknesses?

**Why this industry?**

What about this industry interests/excites me? Why would I choose it over other industries? If I am a “career switcher”, why do I want to work in this area? What relevant experiences/interests will I be able to apply to this industry? Why am I passionate about this industry? Where do I see this industry going?

Why do I want this industry?

**Why this function?**

What about a specific function, i.e. project management, engineering, marketing, etc. interests me? What does someone in this function actually do on a daily basis that interests me? How will I add value to this position by using my prior experience?

Why this function?



**Primary Points**

What are the primary issues about my candidacy that I need to bring up in the interview? How and when will I introduce them? (Lead with the conclusion, justify, and back up with an anecdote.) What is the story I will use to enhance this point?

Primary Point
Anecdote (summary)

Primary Point
Anecdote (summary)

Primary Point
Anecdote (summary)

**Closing Statement**

Many candidates drop the ball at the end of the interview. The closing statement must be memorable. This is the time to bring in a point that was missed (maybe you are saving the best for last), to reflect on your points of differentiation, or to ask to be considered for the next round. It is not always the best time to ask questions, summarize what was recently said, or ask for a job. This is where you have the chance to take control and close the deal or the interview.

Closing statement to the question, "Is there anything more I need to know about you?"

**Job Attributes**

List in order, and explain, the three most important attributes of a job that you would like to have (Location, title, responsibility, compensation, etc.)

What am I looking for in a job?