Craft Your Value Proposition

DESA GLOBAL LEADERSHIP

Step 1: Discover Your Signature Strength

Prompt: What do you do better or differently than most people? Think of moments when you made a real impact → what stands out?

Examples:

- Simplifying complex data
- Building trust fast
- Energizing a team under pressure

My Signature Strength:

Step 2: Write Your First Draft

Value Proposition Formula = Signature Strength + Who You Help + How You Solve Their Problem

Retail Media Example for Inspiration:

- "I streamline ad tech for internal teams so we deliver faster, with fewer errors."

My Draft (fill in the blanks):

(1) I'm known for _____ (2) I help _____ (3) By _____

Step 3: Refine with Feedback

Share your draft with a peer or manager and ask: *"Does this feel like me?"* Listen for honest insights and adjust.

Feedback & Updated Draft: