

Developing and Delivering Your Message

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Think of Yourself as a Product

FEATURES

- » What skills or strengths made me successful in my professional discipline?

DISCOVERY

- » What am I most known for as a professional?
(Peers, Direct Reports, Sr. Management team)

Value

- Value is what we perceive or experience as a result of the application of the skill (feature).
- Translate your skill into Value and Impact.
 - Impact
 - » Improve
 - » Increase
 - » Reduce

Developing Your Message

- Communication Strategy that is...
 - » Clear
 - » Concise
 - » Consistent
 - » Designed to increase your presence & visibility with your target audience.

Delivering Your Message

- Tell Me About Yourself



Key Learning

- You are marketing/selling a product (yourself)
- To get a customer to buy/hire you must fill a perceived need and do it by:
 - » Knowing the real needs of the customer.
 - » Delivering value through the application of your skills.