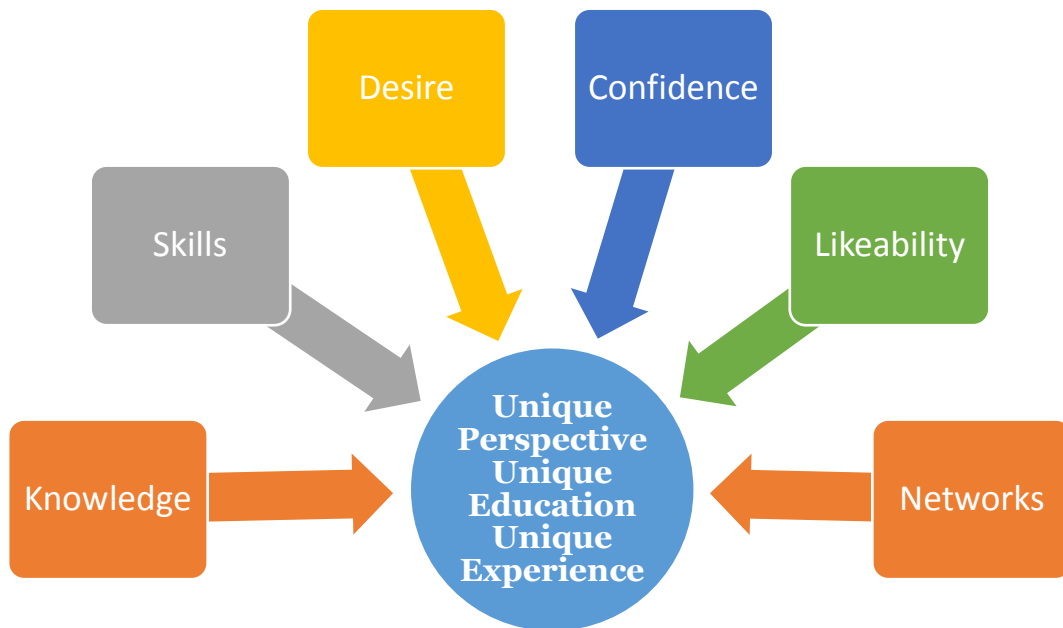


Competing on Unique Value

The following is a series of open ended question designed to help students uncover and articulate their **unique perspective, education and experience**. These things together can help create a competitive advantage in the marketplace called **unique value**. These moments as they unfold prior to and during your journey will help you understand and articulate your unique perspective, unique education and unique experience that are both relatable and transferable to your success and ultimately your future.



Pick 7 of these behaviors and provide as much insight about you, your past performances, attributes, competencies and potentially how your answers are related to your career path. The scoring section does not need to be completed. Highlight the questions you answer.

Achiever

None 1

Some 2

Extensive 3

Tell me about the achievement you are most proud of and why. What was the process and steps you followed to accomplish it?

Commitment to task

None 1

Some 2

Extensive 3

Describe a situation where you had a task/project to complete with significant obstacles to overcome. What sacrifices did you have to make to complete it? What was the result?

Responsibility

None 1

Some 2

Extensive 3

Tell me about a time when you were responsible for something that was in addition to your normal job responsibility. Why did you assume this additional responsibility? What was the result?

Empathy

None 1

Some 2

Extensive 3

Define empathy. Tell me about a time when you have been empathetic in a business situation that resulted in a positive outcome.

Courage/Drive

None 1

Some 2

Extensive 3

Tell me about a time when you stood alone in the face of a challenging situation. What did you do to overcome it? What did you learn?

Composure

None 1

Some 2

Extensive 3

Tell me about a time when you lost your composure with a customer or colleague. What was the situation what did you do and what was the result? What did you learn from that experience?

Learns From Experience

None 1

Some 2

Extensive 3

Tell me about a time when you were in a difficult situation and how you navigated your way through the issue. What did you learn from it?

Sound Judgment

None 1

Some 2

Extensive 3

Tell me about a time when you had to make a difficult decision. What factors did you consider? What decision did you make? What were the results and what did you learn?

Collaboration for Results

None 1

Some 2

Extensive 3

Tell me about a time when you had to work with multiple departments/people to complete a goal/project. What was your role and what was the outcome?

Communication

None 1

Some 2

Extensive 3

Tell me about a situation in which you had to communicate information to an unreceptive audience. What communication mediums did you use to convey your message and why?

Credibility

None 1

Some 2

Extensive 3

Describe a time when your credibility was questioned. What steps did you take to address it? Tell me why it was questioned and how you dealt with the issues.

Creativity

None 1

Some 2

Extensive 3

Tell me about a time in which you came up with a new idea to accomplish a goal. What was the result?

Organization and Planning

None 1

Some 2

Extensive 3

How do you organize and plan your day? Week? Activities/priorities?

Team Building

None 1

Some 2

Extensive 3

Tell me about a time when you had to work on a team to accomplish a goal. What was your role and what was the outcome?

Decisiveness

None 1

Some 2

Extensive 3

Tell me about a time when you had to make a decision with less than 100% of the information. How did you make the decision? What was the outcome?

Immediate Value

Companies want to know two things today. How can you make them money or or how can you save them money?

1. What value can you bring immediately to the marketplace?
2. What is the activity that makes you feel strong? Strength is something you have at work because you love doing it. You are probably good at it and you know when you do it - you enjoy it.
3. What is the activity that depletes you? A weakness is not something that you are bad at it is something you do at work that you don't like to do. You loathe this activity. You could be good at it, but when you do it you would rather be doing your strength.
4. Name your last 3 bosses. Did they rate you? IF so how? Why did you earn that score? What did they tell you needed to work on? What did you do to develop your gaps communicated to you by your bosses?

Only You

Your **unique value** is created by your unique perspective, education and experience:

1. Unique Perspective (It's How you See It)
2. Unique Education (It's How You Know It)
3. Unique Experience (It's How You Connect To It)
4. Unique Ability (It's How You Deliver it)

Now that you have listened to the podcast – its your turn. Answer the following:

My Unique Perspective is:

My Unique Education is:

My Unique Experience is: