



Your Value Proposition

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Ask almost any finance professional to give you their professional “elevator” pitch and you will get a look of consternation at very best. I have helped dozens of finance professionals from Financial Analysts to CFOs define their professional value proposition in 10 minutes or less. It is a myth that it is very difficult to define your professional value proposition that I will dispel in this blog.

First and foremost, you need to be in the right mindset when crafting your professional value proposition, and that means “keep it simple”. What is it about what you have achieved and how you have achieved it that has made (and makes you) successful and unique?

The process of defining your professional brand begins with asking yourself the following questions from the perspective of “if a company called a reference of yours”:

- 🔗 What good things would your current or previous boss(es) say about you?
- 🔗 What good things would your current or previous colleagues say about you?
- 🔗 What good things would people that work for you or used to work for you say about you?
- 🔗 What good things would your contacts at your Fintech/bank partners say about you?
- 🔗 What good things would your professional peers say about you?

The common words that you find in the answers to these questions form the building blocks of your professional value proposition. Good news, you may already have the answers to these questions in the recommendations you have on LinkedIn.

Walking through how I crafted my professional value proposition may be the most enlightening way for me to communicate that defining an impactful value proposition is not rocket science. In looking for the building blocks for my professional value proposition I focused on my LinkedIn recommendations:

- 🔗 **A Previous Boss-** “Proformative would simply not be the leading company it is today without the many, many **critical contributions** made along the way by Ernie Humphrey. He has consistently provided excellent input and work product, always with a **positive attitude**. It has been both an honor and a **pleasure to work with him**”.
- 🔗 **A Co-Workers-** “I was always impressed both by his **technical skill** and **dedication** to the organization. ...I learned a great deal about patience and **good customer service** over the years by listening to Ernie handle complex questions.”
- 🔗 **My Direct Reports-**



- ✦ “Working for him for the past year has been a wonderful experience. I genuinely feel that he always **had my best interests in mind**, and that helped me **develop the kind of trust....”**
- ✦ “He **anticipates where he’s needed and volunteers to help**. Ernie’s a gem, and I’m grateful to have worked with him.”
- ✦ “Ernie was my manager for over three years and I’m very grateful for that time under his guidance and tutelage. considering strategic scope, promoting collaboration, trust, and patience. He **leads by example** and **executes as a member of the team**. He doesn’t hesitate to **get his hands dirty**, and I was constantly impressed by his **dedication.**”
- ✦ **Service Provider Relationships-**
 - ✦ “Very rarely do I meet people who maintain a high level of business professionalism with a terrific degree of **personality, humor and genuine kindness**”.
 - ✦ “Ernie is **bright**, thoughtful, **creative** and he *delivers*”.
 - ✦ “He’s **thorough** and **dedicated**, and an **all-around nice guy.**”

The highlighted text in each bullet points above inspired me to define the pillars of my professional value proposition:

- ✦ I am a human being 24/7.
- ✦ I am vested in the success of all around me
- ✦ I can follow as well as lead
- ✦ I am passionate, dedicated, and love to learn
- ✦ I anticipate what needs to be done and do it without being told.

I communicate my professional value proposition with these key pillars top of mind. I do not have a memorized version of it. If I did, it would not come across as authentic. Your professional value proposition is not set in stone, and it needs to be tweaked and updated as you evolve in your career.

Your professional value proposition is who you are as a finance professional and should be clear in your LinkedIn profile, your resume, and in every aspect of your professional life.

If you would like help in crafting or refining your professional value proposition, please [**CONTACT ME.**](#)

If you want to learn more about how to build and manage your professional brand visit The Finance Collective [Professional Brand Resource Area.](#)