



Developing clarity on your value proposition



This **five-stage** program involves mobilising and motivating three or four emerging leaders to identify the organization's unique value proposition and present a powerful presentation (with recommendations) to the senior leaders.

TARGET AUDIENCE: Three or four 'rising stars' in the organization, supported by one senior mentor and one executive assistant

PROGRAM OUTLINE

Stage one – identifying participants

Meet with senior mentor and EA
Identify participants and timing

Stage two – the internal interviews

Meet with participants
Outline the process and get buy-in
Provide skills for successful interviews

Stage three – unpack internal interviews - prepare for external interviews

Debrief participants on interview outcomes
Assist in summarisation of findings
Provide skills for external interviews

Stage four – unpack external interviews - prepare for presentation of findings and recommendations

Debrief participants on interview outcomes
Assist in summarisation of findings and recommendations
Provide skills for external interviews

Stage five – polish the script and delivery

Attend rehearsal
Critique content
Provide skills for presentation

KEYS TO SUCCESS

- Ongoing support of group by a senior mentor
- Enthusiastic Executive Assistant assigned to support the group

PROGRAM OBJECTIVES

At the end of the program, participants will:

- Have developed and articulated the organization's value proposition in practical language
- Have increased self-confidence
- Have greatly enhanced skills when dealing with senior leaders both internal and external

About the presenter

Barry O'Sullivan has provided leadership coaching to over 350 leaders in the past nine years, following 22 years as a partner with KPMG. He also coaches leadership teams and Boards.

He brings business, coaching, acting and personality type insights and skills to the workshop.



"The last time we worked on our value proposition, we utilized our marketing people. This activity has not only been of immense benefit to the organization but has enhanced the skills of the young people we chose to lead the program."