

Articulating Your Value

GoSkills online course syllabus

Skill level

Beginner

Lessons

12

Pre-requisites

No prior experience needed

Video duration

35m

Estimated study time

35m 21s

Instructor

Alessandra Wall, PhD

Introduction

1 An essential skill

Questions about who you are and what you bring to the table are ubiquitous in the professional world.

Why Articulating Your Value Well Matters

2 Building social capital

Having a strong professional network is your pathway to success.

3 Common mistakes

Articulating your value is more than just speaking about your skill or your job history.

4 Tools for better engagement

Articulating your value isn't just something you do during interviews and networking events.

Be Fascinating

5 Passion is unforgettable

Interviews and networking events can be a real drag, but if you're talking about something you're passionate about, this can make a world of difference.

6 Positioning yourself

There's a difference between what you're good at and what you love doing.

7 Connecting the dots

In this lesson you'll learn how to distinguish between sharing your skill and sharing your impact, and you'll have a process to quickly connect the dots between what you excel at and why it matters, and clearly communicate your impact to others.

8 Value is relative

It's not enough to show others how skilled you are.

Characteristics of Compelling Speakers

9 Simplify your language

Professionals love to use jargon to appear more confident and experienced, when in fact it's confusing and offputting.

10 Perfection is the enemy

There's a price to pay for showing up as anything more or less than who you are.

11 Bring your whole self to the table

In this lesson you'll learn to avoid confusing your clients and colleagues, turning off your audience, and making us feel like you're speaking a foreign language.

Conclusion

12 Next steps

Thanks for joining us! This course taught you how you can articulate your value clearly and how beneficial this can be. Now, go forth and conquer!

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