

My Differentiators

Your unique professional value consists of your hard skills, soft skills, and your work ethic/values.

Your potential employers and colleagues do not know these, unless you clearly articulate them. Your career documents and online profiles are a perfect place to do this.

Also, keep a list of these differentiators – in any format – for your own notes; they will be useful for interview preparation, resume updates, and networking messages.

Write down your answers to these questions:

What awards did I gain individually or as part of the team?

What awards did I help my employer gain as a company?

What achievements and results helped me gain promotions in the past?

Have I been sourced/invited to join a company due to my reputation in the industry?

What character traits was I recognized for in the past by my colleagues, clients, or leaders?

What skills have I been complimented on by others in the past?

What skills or combinations of skills do I have that are not easy to find?

What do my colleagues turn to me for?

What specific training do I have that others may not have?

How was my graduate program/training different from others in the field?

Have I been selected for competitive programs, training, or roles? Out of how many candidates?

How do I treat people in the workplace?

What are my core personal values that I also practice in the workplace?

How would I describe my leadership style?

What motivates/drives me at work?

What were the instances where I exceeded my employer's expectations? How did I achieve this?

What do my recent recommendations say about how I work?

What have I done recently for the community or the industry to raise the standards?