



Self-Advocacy Toolkit

CAREER RESOURCES
FOR LEARNERS WITH
DISABILITIES
Humber Advising &
Career Services

HOW TO WRITE A PROFESSIONAL VALUE PROPOSITION

A Professional Value Proposition helps you communicate the **unique strengths, experiences, and contributions** you bring to a workplace. It is a short, focused statement you can use in interviews, networking, cover letters, or workplace introductions.

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This template is designed for **college students and recent graduates: simple, clear, and structured so you can express confidence—even with limited work experience.**

Your value proposition highlights four key elements:

- **Identity** (major, year, or program)
- **Experience or knowledge** (courses, projects, volunteering, skills)
- **Strength or trait** (what makes you valuable)
- **Contribution** (how you will help the team or organization)

Step 1. Follow this FORMULA.

Each part contributes to a clear picture of who you are and what you offer:

- **As a** [major, year, or program],
- **with** [relevant experience, knowledge, or skill],
- **I bring** [a strength or personal trait]
- **to help your team** [achieve a goal or outcome].

The stems above are bolded for clarity.

Students do not need to bold these in their own statements.

Step 2. Example of the Formula

- **As a** second-year Social Work student,
- **with** volunteer experience supporting diverse communities,
- **I bring** empathy and communication skills
- **to help your team** deliver inclusive programs that make a positive impact.

Step 3. TEMPLATE

1. **As a** _____
2. **with** _____
3. **I bring** _____
4. **to help your team** _____.

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LAKESHORE CAMPUS: Student Welcome and Resource Centre, First Floor, WEL 105, 416.675.5028

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Step 4. Review the examples for ideas.

Four examples are provided for each category:

- Summer Jobs
- WIL Placements
- First Jobs

These examples reflect a **wide variety of roles, skills, and program backgrounds**. Use any phrasing that resonates with your own experience.

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Step 5. Write your Professional Value Proposition

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EXAMPLES

Each example follows the same formula:

As a / with / I bring / to help your team

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SUMMER JOBS

Retail

As a first-year Marketing student,
with experience creating social media content,
I bring creativity and attention to detail
to help your team increase engagement on digital platforms.

Technology

As a second-year Computer Science student,
with basic coding experience in Python,
I bring problem-solving abilities
to help your team build efficient summer projects and tools.

Community Services

As a second-year Youth & Childcare student,
with volunteer experience supporting children and families,
I bring strong communication and empathy
to help your team deliver inclusive client services.

Hospitality

As a first-year Hospitality student,
with customer-service experience,
I bring adaptability and a positive attitude
to help your team create a welcoming environment.

WIL PLACEMENTS

Healthcare

As a third-year Nursing student,
with hands-on experience in clinical rotations,
I bring empathy and attention to detail
to help your team provide safe, high-quality patient care.

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Finance

As a second-year Accounting student,
with knowledge of spreadsheets and financial reporting,
I bring analytical and organizational skills
to help your team prepare accurate reports.

Engineering

As a third-year Mechanical Engineering student,
with experience using CAD for design projects,
I bring technical precision and problem-solving
to help your team develop effective prototypes.

Media & Communications

As a second-year Communications student,
with experience producing digital content,
I bring strong storytelling and media skills
to help your team create engaging communication pieces.

FIRST JOB

Event Planning

As a recent Hospitality graduate,
with experience coordinating campus events,
I bring organization and multitasking skills
to help your team deliver seamless and memorable events.

Supply Chain & Logistics

As a recent Business graduate,
with experience managing inventory in a student-run store,
I bring attention to detail and problem-solving
to help your team reduce delays and improve workflow.

Public Relations

As a recent Communications graduate,
with experience writing press releases for student organizations,
I bring strong writing and relationship-building skills
to help your team maintain positive media coverage.

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Data Analysis

As a recent Data Science graduate,
with experience analyzing datasets and creating visual reports,
I bring analytical thinking and technical skills
to help your team support data-driven decisions.

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