

Communicating the Value of Your Work: A Workshop for Professional Development

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- **Welcome**
- **Understanding Your Value**
- **Knowing Your Audience**
- **Overcoming Communication Challenges**
- **Action Planning and Next Steps**

VALUE



VALUE

- Making a positive impact or difference in some way
- Meeting the needs or solving problems
- Doing things in a way that maximizes outcomes and minimizes waste, whether it's time, resources, or effort
- Coming up with new ideas or solutions that push our organization forward and give us a competitive edge

Identifying the unique strengths, skills and contributions of your work

5 minutes journalling
10 minutes brainstorming

- How does your understanding of value relate to your own work?
- What aspects of your work do you find most valuable, both to yourself and to others

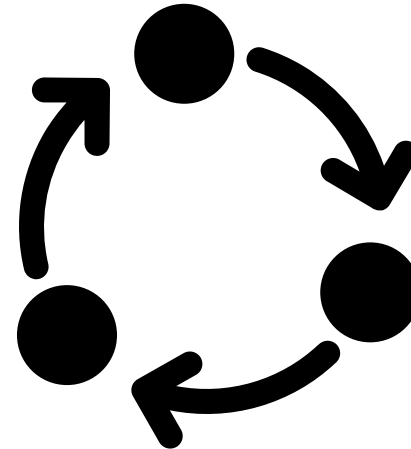


CHIEF CAREER/ALUMNI OFFICER

**Communicate the strategic value of your work,
considering the different stakeholders**



5 minutes
journaling
with insights for
value proposition



Pair up with an
accountability
partner

CHALLENGES & STRATEGIES

- **Lack of Understanding or Awareness**

Educate stakeholders about the value of your work through clear and compelling communication. Use concrete examples, case studies, or demonstrations to illustrate the impact of your contributions and highlight the benefits they bring.

- **Budget Constraints or Cost Concerns**

Showcase the long-term value and impact of your contributions, emphasizing how they contribute to achieving strategic objectives.

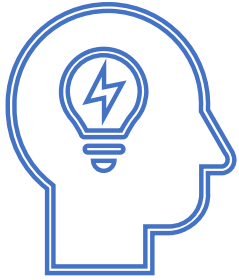
CHALLENGES & STRATEGIES

- **Resistance to Change and Innovation**

Frame your work in terms of innovation and improvement, highlighting how it addresses emerging challenges or opportunities

- **Misalignment of Expectations or Priorities**

Take the time to understand the perspectives and priorities of each stakeholder group, and tailor the messaging to address their specific concerns and objectives. Seek alignment through open dialogue and collaboration, emphasizing shared goals and mutual benefits.



Take-aways



Action Plan

Thank You!

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