# Leadership Value Proposition (LVP) Formula

Use the flow chart below to create a leadership value proposition – a powerful, concise statement that influences.

Four Components

Fill out each box below starting with INFLUENCE.

|  |  |
| --- | --- |
| AUDIENCE  Who will I be delivering this LVP to & What is important to them? | VALUE  What makes me valuable in this scenario? |
| INFLUENCE  Why do I want to hook my audience into a conversation? What influence am I seeking to create? | **PROOF**  What proof do I have that I can solve the problem for them? |

My LVP: My VALUE + My PROOF relevant to My AUDIENCE

What is my LVP?

Leadership Value Proposition (LVP) Example

Suzy would like to be chosen as the Membership Chair for a local volunteer organization. She is meeting with the local chapter president to request that she be considered in the upcoming vote for Membership Chair.

Four Components

Fill out each box below starting with INFLUENCE.

|  |  |
| --- | --- |
| AUDIENCE  Who will I be delivering this LVP to & What is important to them?  President of local volunteer organization chapter. | VALUE  What makes me valuable in this scenario?   * I am highly networked with many people who have the same passion for supporting the community as I do. * I make friends easily because I enjoy connecting with new people and uncovering what we have in common. * I am a natural recruiter. |
| INFLUENCE  Why do I want to hook my audience into a conversation? What influence am I seeking to create?  Be considered for Membership Chair for location volunteer organizational chapter. | **PROOF**  What proof do I have that I can solve the problem for them?   * Increased membership from 100 members to 124 🡪 24% * 575 contacts on Linked In * Connected with 10 Community Non-Profits in the Austin area |

My LVP: My VALUE + My PROOF relevant to My AUDIENCE

What is my LVP?

Suzy’s LVP: *I am a highly networked leader in the community and was able to increase membership by 24% at the last non-profit I supported.*