

Developing a Value Proposition Worksheet

The following worksheet will walk your developing honor society through the process of developing and publishing its value proposition statement.

- Conduct a member assessment (a sample survey is included on the website) to determine what members value in their membership.
- Identify the benefits that your developing honor society is currently delivering to its membership.

- Select three benefits that, based on feedback received through the assessment, the membership values or that meet member needs.
 - 1.
 - 2.
 - 3.
- Draft your statement.
 - Start by brainstorming key words and phrases that uniquely define your developing honor society.
 - This statement should be no more than one to two sentences in length.

- Test your statement.
 - Does it align with and support STTI's mission and values?
 - Ask members to review it to see if they feel that it is truthful and is something the developing honor society can deliver. (These could be the same members who responded to your assessment.)