What are my Unique Selling Points (USPs)?

One way of determining your ‘next step’ is to look at what you can offer a potential employer. When people work to their strengths, they enjoy what they do more and feel more fulfilled in their career(s). Take some time to look at your non-academic achievements either in or out of school and your interests and hobbies. Cover any extra-curricular activities not necessarily related to your studies – this will give whoever you are ‘selling’ yourself to a glimpse into the kind of person you are outside of the classroom and most importantly what skills you’ve developed through those interests, work experience or part-time jobs.

**TASK**: Below is a table for you to full in examples of how you’ve developed some key skills. Fill in the table as best you can. Try to think about about how you’ve used those skills too!

|  |  |
| --- | --- |
| **Skills** | **Activity** |
| Communication |  |
| Commitment |  |
| Time management |  |
| Teamwork |  |
| Initiative |  |
| Public Speaking |  |
| Sense of responsibility |  |
| Adaptability |  |
| Organisation |  |
| Leadership |  |
| Research & analysis |  |

**TASK**: Now identify your top 5 USPs

|  |  |
| --- | --- |
| **1** |  |
| **2** |  |
| **3** |  |
| **4** |  |
| **5** |  |