

CONSULTANCY DONE DIFFERENTLY — PVP BUILDER · TOOL 4 OF 7 · ALL PROGRAMS

Personal Value Proposition Guide

Define your personal value. Map your growth path. Build a LinkedIn profile that opens doors.

Not the Business — YOU

What a PVP Is

The difference between your business value and your personal value

Your business Value Proposition is what the business delivers to clients. Your Personal Value Proposition (PVP) is what YOU specifically bring — the combination of trade skills, site knowledge, commercial instinct, and reputation that makes you the reason clients come back.

Business Value Proposition

What the business delivers
Services, scope, and outcomes
Tenders, capability statements

Personal Value Proposition

What YOU personally bring
Skills, judgment, and reputation
LinkedIn, bios, grant applications

Grow the Business You Have

The CDD Angle

Not a career change — grow what you already own

The CDD version asks: "What could THIS BUSINESS become — if I operated at my full personal capability?" This reframe is especially powerful for contractors who have been delivering quality work for years but have never positioned themselves for higher-value contracts, new services, or more strategic roles in the supply chain.

Three Prompts — Run in Order

How It Works

Each prompt builds on the output of the previous one

Step 1

PVP + Business Growth

Interview-style. Claude asks one question at a time. Produces 4 documents: PVP statement, 10 higher-value roles, 10 service diversifications, 10 business model extensions.

Step 2

Business Growth Roadmap

Choose ONE growth path from Step 1. Paste it into the pathway field. Get a 9-section action plan: education, research, activities, outreach, systems, milestones, skills, and NQ networks.

Step 3

LinkedIn All-Star Profile

Paste your PVP output — the prompt uses it automatically. 7 sections matching LinkedIn interface fields exactly: Headline, About, Featured, Experience, Skills, Recommendations, Content.

Your Profile

Completing the 8 Input Fields

The inputs that drive all three prompts

Name Full name — used in the LinkedIn headline and About section opening.

Trade background and role Be specific: "Licensed excavator operator, owner of a 12-person civil contracting business in Townsville" beats "civil

Years of experience Select the range — calibrates seniority of the PVP and depth of the LinkedIn profile.

Qualifications and certifications List all: QBCC licence category, White Card, plant licences, Cert III/IV, Traffic Management. The AI uses this fo

What you do better than most ★ The single most important field. Think: "What would my best client say if someone asked why they keep using

Biggest career or project achievement ★ One specific outcome with numbers: scope, value, client, result. "Delivered \$750K drainage for TMR LTIs, on preferred supplier list the same week."

What clients say about you Your actual reputation — in their words, not yours. What do they say to colleagues? This drives the Proof element o section.

What you enjoy most Reveals where your energy goes. Used to recommend growth paths you will actually follow through on — not just what is th possible.

The "phone your best client" test:

If you are not sure what to write for the last three fields, imagine phoning your best client right now. Ask: "Why do you use me over other contractors?" Write down exactly what they say — in their words. That is your PVP material.

Example**Dave Morrison — Northrock Civil Pty Ltd**

The complete three-prompt sequence in action

PROFILE INPUTS — Dave Morrison, Northrock Civil Pty Ltd**Trade:** Licensed excavator operator. Owner Northrock Civil (6 staff). 10 years NQ civil.**Better than most:** My paperwork is always current. SWMS ready, plant certified, portal registered. Head contractors never chase me for compliance.**Achievement:** Delivered \$750K stormwater drainage for TMR on Bruce Highway. On time. Zero LTIs. Got on preferred supplier list same week.**Clients say:** "He calls back same day. His crew are safe on site. You never have to chase him for anything."**■ PROMPT 1 OUTPUT — PVP + Business Growth (extract — full output has 30 growth options)****PERSONAL VALUE PROPOSITION**

Dave Morrison is a Townsville-based civil contractor who delivers what Tier 1 head contractors actually need: current compliance, site-ready plant, and a foreman who calls back the same day. With 10 years of NQ civil experience and a track record of delivering TMR packages without incident, Dave brings the reliability that moves contractors from qualified to preferred.

3 OF 10 HIGHER-VALUE ROLES

1. Tender Coordinator — price and submit tenders directly for sub-\$5M packages.
2. Site Supervisor → Project Manager — manage multiple packages simultaneously.
3. Safety Officer — formalise existing WHS knowledge into a certified HSEQ role.

3 OF 10 SERVICE DIVERSIFICATIONS

1. Plant hire — rent certified plant to other contractors during low-utilisation periods.
2. Drainage maintenance contracts — council and TMR ongoing asset maintenance.
3. Site preparation — fixed-price packages for private developers.

→ Dave chose his growth path:**"Plant hire — rent certified plant to other contractors during low-utilisation periods"****■ PROMPT 2 OUTPUT — Business Growth Roadmap (2 of 9 sections shown)****(1) EDUCATION AND CERTIFICATION NEEDS**

Plant hire QBCC endorsement check (if not current): ~\$150, 2 weeks processing.

Heavy equipment safety: ensure all hired plant has current maintenance logs and operator certification.

Insurance: add plant hire endorsement to public liability — standard addition, approx. \$400/year.

(6) PERFORMANCE MILESTONES — 30 / 90 / 180 / 365 DAYS

30 days: Equipment audit complete. At least 2 enquiries made to known local contractors.

90 days: First hire agreement signed. Revenue from hire covers annual insurance endorsement cost.

180 days: Plant hire generating \$2,000+ per month. 3+ regular hirers on rotation.

365 days: Plant hire operates as a recognised revenue line. Fleet expansion decision made.

Full Roadmap output: 9 sections — activities, outreach, systems to set up, soft skills, technical skills, and NQ resources specific to plant hire. Dave then runs Prompt 3 with his PVP pasted in to build his LinkedIn profile.

LinkedIn

The LinkedIn All-Star Prompt

7 sections matching the LinkedIn interface — run after Prompts 1 and 2

The \$40B NQ infrastructure pipeline is driving procurement teams at Laing O'Rourke, CPB Contractors, TMR, and Townsville City Council to search LinkedIn for local subcontractors. Run Prompt 3 after completing Prompts 1 and 2 — the PVP output you paste in makes every section specific to you.

1. Headline	220 chars. Formula: Trade Differentiator Target Client NQ Location. 3 variations.
2. About	2,600 chars. 5-part: Hook → Trade Journey → Value → Proof → Call to Action. First person.
3. Featured	3 items to pin: capability statement / best project photo / NQ article or industry award.
4. Experience	Current + previous roles. 3–5 STAR-format bullets each with numbers and outcomes.
5. Skills	Top 20 in 4 groups: Compliance / Safety / Technical Civil / Commercial. For search visibility.
6. Recommendations	Scripts for 3 contact types: head contractor PM / supplier peer / industry colleague.
7. Content Calendar	12 posts across 4 weeks. 5 themes: projects / safety / NQ context / expertise / behind scenes.

Using It

Steps After Running All Three Prompts

Save, update, and review with your facilitator

- 1 Run Prompt 1 — Answer the AI interview honestly. Save the full output — you need it for Prompts 2 and 3.
- 2 Choose a growth path, run Prompt 2 — Pick ONE growth path from your 30 options. Paste it into the pathway field. Save the roadmap output.
- 3 Run Prompt 3 — Paste your PVP into the green field on the tool. Copy Prompt 3. Save the LinkedIn output as LinkedIn_AllStar_[Name]_2026.docx.
- 4 Update your live LinkedIn profile — Go through the Word doc one section at a time. Start with Headline, then About, then Skills.

Questions? Contact your CDD consultant.

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■ **Bring to every session:** This guide · PVP Input Form · PVP output (Prompt 1) · Chosen growth path · Roadmap output (Prompt 2)