

SMU DataArts

Value Proposition Worksheet

Crafting a personal message to share with your workforce can have a significant impact on survey completion levels from your staff, board, and independent contractors. This worksheet is designed to help you shape that messaging.

What's your WHY?

Steps to writing your value proposition.

1. What are you hoping to learn from this study?
2. Why is this work important to your organization? How does it connect to your core values?
3. How are you planning to utilize what you learn?

Use this space to answer these questions and draft your value proposition:

Below are a couple of examples:

This Study aims to help the philanthropic community better understand its workforce and leadership. This survey is unique in soliciting anonymous self-reporting from individuals on the staff and board of participating foundations, helping grantmakers to accurately assess the culture and climate of their institutions.

Arts, culture, and creativity are major contributors to improving quality of life within communities, and the arts and culture sector is an important component of many local economies. Information gleaned from SMU DataArts' Workforce Demographics studies can help organizations better understand the demographics of their current workforces and those of the communities in which they operate. To remain relevant to and representative of our changing society, these studies provide key information that can inform decisions that ensure all community members have access to opportunities available within the arts and culture sector.

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