

The Interview Game-Changer

Your resume has landed you the interview.
Now, to stand out from the sea of executive applicants,
you must know how to articulate & present your value...
this is your **personal brand**.

Once you've completed **The Interview Game Changer template**, you can refer to it in preparation for each interview. The more you can embody the words, phrases and examples, the more naturally and powerfully they will come through you in an interview.

Below is the framework for you to clarify the words, phrases and tools that capture the essence of your value.

Step 1 - ID Your Value:

Vision: 'Why'
you do what you do

Mission: 'What'
you do

Strategy: 'How'
you deliver on the mission

Tool Box - 'The Wisdom You've Acquired'

As you think about your top career successes, identify the **3-5 "tools"** you've used that lead to your success. Then, write each tool down with a sentence that backs them up.

I.E. Financial Understanding

I.E. System Thinking

I.E. People Skills & Leadership

Step 2 - Articulate Your Value

In this section you will be writing your elevator pitch which gives the "why" to your value.

Anatomy of Your 6-Second Pitch

How You Position Yourself

As a Six Sigma Transformation Leader

Value Statement #1

I strengthen companies by helping them overcome organizations and people inertia

Value Statement #2

so they can create "cultures of innovation" and thrive

Impact You Make - As a Result of Your Value

to maximize the ROI of time, money and services

Interview Pitch

Write one summary statement that's an authentic reflection of what you do, why you do it and the impact to an organization.

From the above pitch you've just written, pull out 5-6 keywords that capture the essence of Your Value and What You Value Most.