



## Interview Story Sharing – The Strategy & Script

In every interview, you'll be asked to respond to some variation of the **following 2 questions**:

1. "Tell me about yourself" or "Walk me through your background"
2. "Tell me about a success when" or "Tell me about a time when you did".

How you answer these questions, sets the tone for your interview, puts you in the driver's seat and determines if you'll get called for additional interviews.

Below we've outlined a framework for answering those questions above, in a compelling and succinct way, that ensures you stand out.

### Getting Acquainted:

**"Tell Me About Yourself" or "Walk Me Through Your Background"**

Start by responding to the questions & prompts below, replacing the examples given with your own. Then, you can put all the bullets together to form your 'script' for your response.

The framework below, is powerful and literally changes how your interview will go.

**Here are the 3 Pillars to your framework:**

1. WHO you ARE,
2. WHY You're QUALIFIED
3. WHAT INTERESTS you.

## Let's frame your responses to each pillar:

### 1 Who You Are (Start strong, grab their attention)

\*\*Answering this will be strengthened if you've also articulated your Value Statement from our 'Interview Game Changer' template.

- A. Summarize your value, (see Interview Game Changer)
- B. Your role now or most recent work,
- C. Recent accreditation/education (if applicable)
- D. If you have a diverse background -provide a quick summary for the background you're leveraging.

### 2 Why You're Qualified (Knock their socks off in 3-5 points)

Provide key accomplishments that are relevant to the job you're interviewing for. ( i.e. broad strokes, not 'in-the-weed' detailed examples yet). Provide quick 'proof of performance': i.e

- A. Managed teams of up to 8 & digital marketing budgets of up to \$18M.
- B. Led product concept to commercialization targeting Healthcare Practitioners, Hospital Staff & Patients.
- C. Expertise for 'all things digital' from building SaaS platforms, microsites, landing pages and building social media strategy across all channels.
- D. Grown market share, reduced costs and increased value with licensees

### 3 What Interests You – Express Enthusiasm for their role & company

In 1-2 sentences give context for why you're interested in the role and sitting in front of them today:

- A. What's going well i.e. what you love (or have loved) about the work you are doing or have been doing.
- B. Why their role really excites you – give a few specifics and include a sentence for what you're looking for in your next role.
  - i. While I've enjoyed the creative freedom of consulting & additional time with my family.
  - ii. I've also loved working on projects I have on the go now, focused on "insert nature of projects"
  - iii. However, I'm ready for a new challenge and to be a part of a team and culture again focused on making advancements and innovation in the "\_\_\_\_\_" space.
  - iv. What excites me about this role is

## Professional Storytelling:

“Tell Me About A Time When...” or “Tell Me About Your Successes With...”

Your successes are your professional stories about your value, that demonstrate who you are and what you're capable of. The more relaxed you are in speaking about your successes as stories, the more powerful your communication from being clear, succinct & genuine.

### Every story has the following components:

#### 1. The stage:

- Characters
- Setting

#### 2. The goal

- Conflict/Challenge/Conflict or Opportunity

3. Actions to overcome/resolve the conflicts.

4. Resolution & Results – how they reached the intended goal or one better.

5. Transformation – there's always inner & outer insights learned that becomes wisdom.

**For your professional story-sharing, start with the end in mind - be very clear on the transformation, ideally a quantifiable change is evident....but not necessary.**

### Here's how you apply a story-sharing approach to speaking about your successes:

\*\*Be brief, speak topline, stay out of the weeds. Entice the listener to ask for more.

1. The Goal: state the goal of the project, initiative, mandate.

2. The Stage: set the stage/setting with topline details

- i. What was at risk? What were the challenges?
- ii. Who was involved? (vendors, suppliers, clients, business leads etc..)

3. Your Actions: what actions did you take to resolve/address the goal?

- i. Be specific whether you led or were a participant
- ii. Provide the topline actions vs every minutiae detail

4. The Resolution & Results: what was the outcome?

- i. Be specific about the timelines & impact of your actions on the business, people, operations or processes

5. The Transformation: \*\*Remembering this point, will set you apart from others.

- i. Share the wisdom gained, what was transformed,
- ii. State your value – Always come back to summarize why YOU could get the results you did; this is your “HOW” you did what you did.

## Perfecting this takes practice and creates ease:

Pick 2-3 professional successes, write topline bullets for each point (1-5) and then practice sharing your success story with another person before your interview.

Similarly, to preparing for media interviews, speaking engagements, staff or client presentations – have your speaking points is important, but then you bring them to life by weaving your points together through conversation, story and examples.