

HOW I COMMUNICATE WHO I AM

Beginning of Section 2 of Four Parts

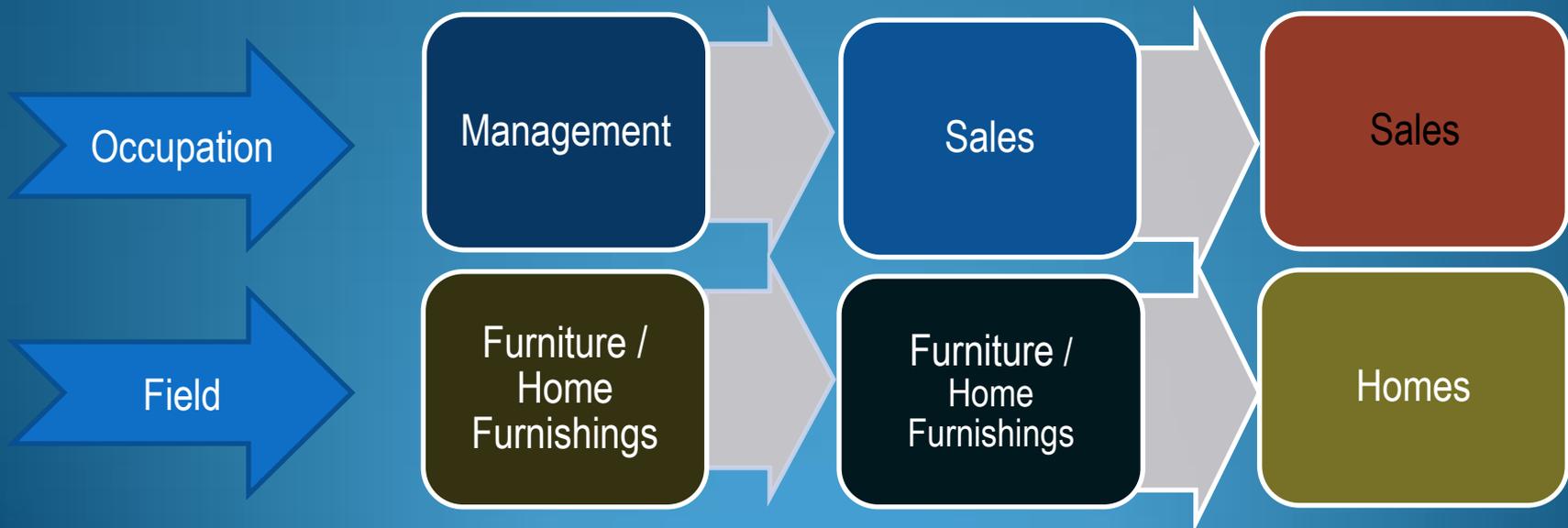




Your Career Search

Transferring Skills

“You can change both your occupation and your field at the same time, or you can change them one at a time.”*



* Richard Bolles, *What Color Is Your Parachute?*

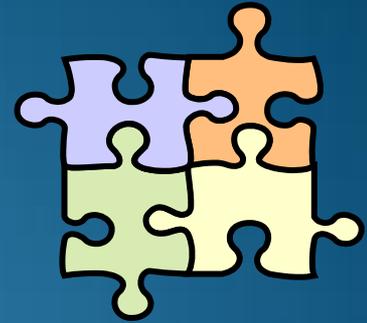
Building Blocks for Your Career for Life

List several positive words that describe you.

List several accomplishments.

List several previous achievements in your employment and education.

Building blocks will help you with interviews, personal branding, networking, and annual reviews.



Examples of Interview Questions to Prepare to Answer

This is a list of common interview questions for which you should have prepared answers. The key to interviewing success is simply being prepared for the questions and having a mental outline to follow in responding to each. Do not memorize your answers. Employers want to know how you can save them money, make them money, or solve their problems. Convey this information by using techniques you have learned.

1. What have you done that shows your initiative?
2. Describe your leadership style.
3. Do you feel your experience qualifies you for this position?
4. What have you liked best about your most current company?
5. What do you hope to be doing in five years?
6. What is your greatest weakness?
7. Explain your role as a team leader, team member, and team player.
8. How do you measure success?
9. What have you learned from the jobs you have held?
10. Do you prefer working alone or with others?
11. I've interviewed people with more experience than you. Why should I hire you?
12. How do you resolve conflict?
13. How has your management style changed over the years?
14. How do you cope with organizational change?
15. What makes you effective in large groups?
16. Describe the ideal boss.
17. Cite an example where you have been a good communicator.
18. How might you improve your communication skills?
19. What have your experiences been with terminating or removing subordinates?
20. What career experience has been valuable to you?
21. What causes you to be impatient with others?
22. When your boss – or the project – puts extreme pressure on you, how do you usually respond?
23. How do you evaluate the performance of a subordinate?
24. How would this job meet your long-range and short-range goals?
25. How would your last boss describe you?



List of Skills and Traits*

(A Starter List That You Can Add To)

Accurate	Discreet	Persistent
Achievement-oriented	Dynamic	Pioneering
Adaptable	Economical	Practical
Adept	Effective	Professional
Adventuresome	Energetic	Protective
Alert	Enthusiastic	Punctual
Appreciative	Exceptional	Rational
Assertive	Experienced	Realistic
Astute	Expert	Reliable
Authoritative	Firm	Resourceful
Calm	Flexible	Responsible
Cautious	Independent	Self-starter
Charismatic	Innovative	Self-reliant
Competent	Knowledgeable	Sensitive
Consistent	Loyal	Strong
Cooperative	Methodical	Supportive
Courageous	Objective	Tactful
Creative	Open-minded	Thorough
Decisive	Outgoing	Unique
Deliberate	Outstanding	Unusual
Dependable	Patient	Versatile
Diligent	Perceptive	Vigorous
Diplomatic	Persevering	Vision

*Richard Nelson Bolles, *What Color Is Your Parachute?*
pages 41 (skills) and 201 (traits)

How to Give Power Answers

Skills and Traits

"I am a self-starter!"

"I have determination!"

"I can persuade!"

Achievement

Example of serving clients as independent furniture rep

Example of home with bullet holes and the "War of the Roses"

Example of J.C. Penney retail furniture department

Results

Took gross sales from \$450,000 to \$1,200,000 the first year

Sold couple's old home and sold a home to former wife

Sales gain of 125% first year and an additional 50% second year

Create a 30-Second Summary for Interviewing



1. Give a general introduction with a hook; for example, “I get things done.” Follow with a power answer.
2. State your number of years of education and professional experience.
3. Use three power answers if you can keep within 30 seconds; use fewer power answers if you cannot.
4. Summarize by showing how you can help the company. One example might be, “You need four skills and I have those skills; therefore, we should be a good match.”

“Once . . . and Now . . .”



- You are not in an interview to tell your interviewers all your potential weaknesses.
- Always be honest, but use favorable words to describe your past.
- Use “Once . . . and now . . .” to answer questions that should be answered with a negative-to-positive statement. An example would be “Once I tried to do it all, but now I have learned to delegate.”

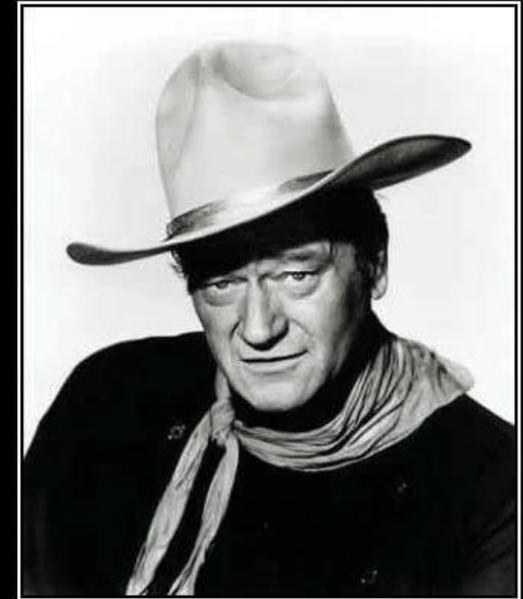
Personal Branding

Why should you define yourself?

Either you let others define you

OR

You define yourself!



MARION MORRISON

Example 1:

Marion Morrison vs. John Wayne

(Given Name)

(Stage Name)

Personal Branding

Why should you define yourself?

Either you let others define you

or

You define yourself!

Example 2:

Lido Iacocca vs. Lee Iacocca

Lee Iacocca's brand-defining accomplishments:

1. Project manager for Mustang
2. Saved Chrysler Motors

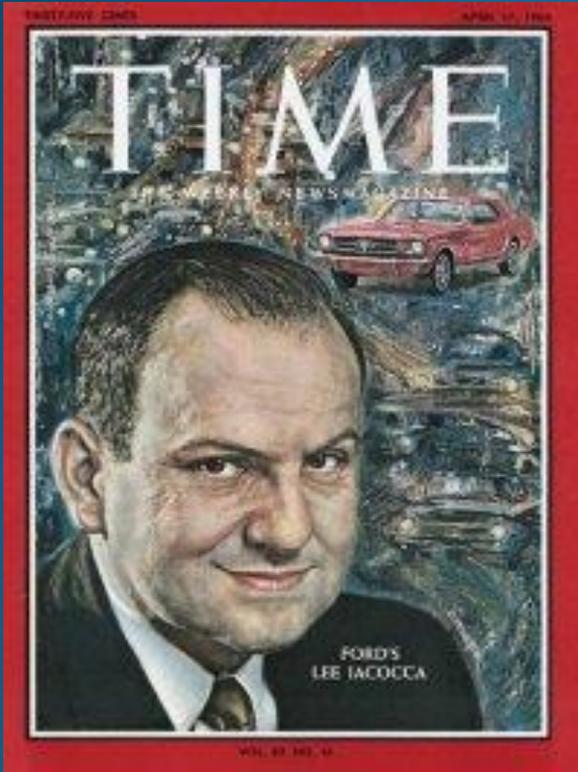
Lee Iacocca controlled his professional brand from the beginning of his business career.



Power answers, the 30-second summary, and turning negatives to positives apply to personal branding.

Get book by William Arruda and Kirsten Dixon:

Career Distinction: Stand Out by Building Your Brand



CAREER DISTINCTION

STAND OUT BY BUILDING YOUR BRAND



Welcome

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About the Authors

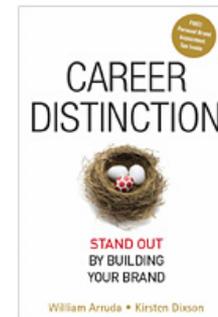
Press

Welcome

In the new world of work, your reputation is the only accepted currency. Whether you are looking to move up the corporate ladder at your current organization, find a position at another company, make a major career change, or start your own enterprise, you will no longer be hunting for your next position. Instead, opportunities will come to you. Colleagues, hiring managers, clients, and recruiters will use Google as well as social and professional networks to find out about you and reach you. To thrive in this new environment, you must identify your personal assets and clearly communicate your unique promise of value. Your credibility and visibility will drive demand for your services. You must use who you are to affect how you earn. That's where *Career Distinction: Stand Out by Building Your Brand* comes in.

"Hands down, this book is the bible on branding for your career!"
— Susan Britton Whitcomb, author of *Job Search Magic*

Published by John Wiley & Sons, Inc., this definitive step-by-step guide enables you to determine how others perceive you, reshape those perceptions to achieve your goals, and communicate your message about your personal brand clearly and consistently. In this book, you'll learn how to become the must-have professional by being yourself. We demonstrate the power that comes with being yourself by providing examples of people just like you who have achieved professional success and fulfillment by living their personal brands.



Purchase [Career Distinction: Stand Out By Building Your Brand](#) by William Arruda and Kirsten Dixon.

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Stand Out

Get your ideal job.

Order of the Interview

(The interviewer controls questions 1–5; the interviewee controls 6–7.)

1. What you do from the knock on the door to when you're seated in the chair
2. The first question: "Tell me about yourself." (30-Second Summary)
3. The second question: "What's your greatest weakness?"
Negative to Positive: "Once . . . and now . . ."
4. The third question: "How do you measure success?"
Power Answer
5. "Do you have any questions for me?"
(Always have questions for the interviewer.)
6. Indicate that you want the position (only if you do).
7. Follow up: "When will you make the decision on this position?" Interviewer will answer, "Monday." Interviewee will then ask, "Can I get back to you Tuesday or Wednesday?" If the answer is yes, ask, "Would Tuesday or Wednesday be better?"





**It's not the will to win but the will
to prepare to win that separates
those who wish and dream from
those who make it happen!**