



CREATE YOUR PERSONAL BRANDED INTRODUCTION

“Tell me about yourself.” This is often the first question asked during the interviewing and networking process, one you may only get a minute or two to answer. Here’s how to thoughtfully craft your response.

#1: AS COINED BY EXECUTIVE COACHES PAULA ASINOF AND MINA BROWN IN THEIR BOOK *BE SHARP*, CREATE YOUR PERSONAL BRANDED INTRODUCTION.

STEP 1: SHARE YOUR "ESSENCE FACTOR":

Who you are—your essential qualities as a professional.

Who are you?

Ex: My recent MBA from the Stellar School of Business complements my undergraduate studies in chemical engineering as I pursue opportunities as a consultant in the oil and gas industry.

STEP 2: SHARE YOUR "GURU FACTOR":

What you do and what you know—your special areas of expertise.

What do you do? What do you know?

Ex: As part of my studies, I completed a Lean Six Sigma certification and applied this approach to addressing real life issues during my summer internship with Big Oil Co.



STEP 3: SHARE YOUR "STAR FACTOR":

Your distinguishing qualities or characteristics that set you apart from your peers.

What do you love about what you do? Why do you do it? What's your passion? What gets you up in the morning to work?

What makes you good at what you do? Identify those natural talents or special gifts or ways of thinking about things that other people don't have that have been important to your success.

Why do people like working with you?

What do people say about you?

Ex: With a passion for high finance, I am always looking for unique investments and approaches to managing money that drive an organization's success.



STEP 4: COMBINE YOUR THREE FACTORS INTO A PERSONAL BRANDED INTRODUCTION.

Ex: I'm Shana Price. I've concentrated my MBA studies in areas that have prepared me for a global role in a top Wall Street Firm. In addition to my courses, I have honed my financial decision-making skills as part of a competitive—and award winning—student investment club. With a passion for high finance, I am always looking for unique investments and approaches to managing money that drive an organization's growth and profitability.

#2: CREATE YOUR VALUE PROPOSITION.

STEP 1: VALUE PROPOSITION: What do you stand for?

STEP 2: DIFFERENTIATION: What makes you stand out?

STEP 3: MARKETABILITY: What makes you compelling?

STEP 4: COMBINE STEPS 1-3 INTO A FINAL VALUE PROPOSITION.
