

Tell me about yourself

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Agenda

Why use TMAY? Where to use? How to build?

Tips

Formats

Delivering your TMAY

How to run a practice session

... thoughts from the coal face

Why use 'tell me about yourself'?

- Introduction – one time
- Communicate clearly – memorably
- Build rapport, “let them in”
- Help them ask you questions
- Ask their assistance e.g. introductions
- Gain confidence
- And maybe just as important, to get practice !!!

Where use 'tell me about yourself'?

- Elevator
- Springboard
- Meeting anybody (social, travel, networking)
- Create those opportunities !!!
- Conference coffee break?
- Telephone a friend?

- Formal meetings (recruiter, employer)

- Email a written TMAY to contacts instead of your CV

How do you build it?

Start from your CV (and Linked In profile)

- I am – I do – I do better
- State your name and label
- Tell what do you do (“problem fixer”)
- Prove what you do better = achievement(s)
- Say what help you are looking for
- Repeat your name and label

Tips for continuous improvement

- **How many versions?**

- How much time will be available?
- Adapt TMAP as you would your CV

- **Rules**

- Use positive language
- Quantify
- Less is more: use hooks
- Show / tell your passion

* Consistency with CV and Linked In (personal brand) *

Formats for 'tell me about yourself'

Shorter format (1 minute)

- What you are
- What you do
- What you do better / love doing
- What you are looking for

Longer format (3 minutes)

- Key achievements quantified
- Management style
- Attitude to change
- Personal attributes
- Plans/goals/targets/aspirations/ambition

Delivering your 'tell me about yourself'

- Adapt your delivery to the situation / time available
- Practice linking content to achieve a smooth delivery
- Punctuate with silence not “um” and “err”

Having practiced your TMAY helps you to:

- Avoid sounding 'scripted'
- Look at the person/people you are speaking to
- Read their body language

Running a Practice Session

Find other people who want practice (ANYBODY can benefit)

An even number of people sit in two rows facing one another

- 1 minute delivery then feedback from the other party
- Other party delivers for 1 min then feedback
- One row 1 moves one place over
- So if there are six people you can three sequences

- Meet back as a group and discuss what works and what doesn't

Thoughts from the coal face - prep

It's a job to get a job

- Learn your skills (Parachute Ch. 7)
- Visible job market compared to hidden job market
- Tailor your CV and TMAY
- Increase your visibility on Linked In
- Join a group of job seekers like Careers Springboard
- “Meetings” with employers are **2 way conversations**

Thoughts from the coal face - meetings

What Colour Is Your Parachute says that the best prepared win ...

- Your competitors don't all have a job seekers group
- Apply what you learn there
- By the way - What exactly is a CV good for?
- Why do you need to prepare stories (STARB's)?
- People will remember feelings
- So pay attention to building rapport

- It is a numbers game – for good reason



Questions please