



HOW TO ACE COMMUNICATING ABOUT YOUR MESSAGE OF PROFESSIONAL VALUE

An engagement strategy to upgrade your impact every time

Remember A.C.E For Better Workplace Introductions



Wouldn't it feel amazing to kick off your interview with an impressive response to "tell me about yourself"?

What doors of opportunity would open if you created a compelling LinkedIn cover story on your profile?

Using the A.C.E strategy will help the message about your professional value, service, or product offering be memorable and impressive.

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A ► AUTHENTIC

Before you communicate about your message of professional value, reflect on these questions:

Am I 100% clear about what I value, how I work best, and who I enjoy working with?

Do I believe fully in what I am bringing to the opportunity (or in the service, product, or other offering that I provide?)



C ► CAPTIVATING

Share your personality and what matters to you. Tell a short story that represents your values, a humorous moment or a lesson learned that speaks from the heart.

Be genuinely interested in who you are talking to. Ask questions. Highlight something about them. Actively listen.

Surprise them--in a good way. Demonstrate a skill or talent relevant to your personal brand. Show samples of your work or a new idea about a problem they need solved.



E ► EFFECTIVE

Make it clear and concise.

Stay in alignment with your personal brand.

Use your body language (non-verbals) to enhance what you are saying.



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