

# Discovering My Interview Gold Nuggets: How To Align My Research & Assets With A New Opportunity

Is it easier for you to give praise to others than to yourself? We often do not give ourselves enough credit for the positive impact our actions have had at the places we work. Or perhaps we know we have helped a company achieve its goals, but we haven't allowed ourselves the sacred time to record it by writing it down. This playing small or not slowing down to capture our professional value is common and sabotages many interviews. Reflecting on the details and feelings of your accomplishments so they can soak in deeper will make a measurable difference in how you discuss your professional value with others.

Right now, make yourself a favorite, nurturing beverage and tune into your higher self. Then take your time to fill in each box below. If you don't have enough room, that's okay! You can use your special journal that you have dedicated to your Upgrade My Interview™ inner adventures to capture all the golden answers and details that the questions spark.

## MY TOP STRENGTHS

List your top 3 from StrengthsFinder plus 2 others that co-workers have told you that you have. Note an example next to each one of when you demonstrated that strength.

## IMPACT OF MY WORK

Who or what has benefitted from your work? What positive changes, innovations, or wins resulted from you doing your best work? How did that make those you served feel or progress forward?

## PROBLEMS I HAVE SOLVED

What actions have you taken that increased a bottom line, turn a difficult customer around, and boost morale for a team? What other bright moments have your contributions created? What solutions, innovations, or positive outcomes can you recall that you had a role in?

## SKILL SETS & TRAININGS

What trainings have you taken that were most meaningful to you? Which certifications are you most proud of and why? What class or conference got you most excited?



Now it's time to take a fun dive into the company you desire to work with. Explore their website beyond the first few pages where they put their best parts. Put the names of some of their leaders into a search engine and see what comes up. Look for recent blog posts, revenue history, press releases, marketing and annual reports if available. Then, go see what it says about their business on Glassdoor.com, Yelp.com, LinkedIn, and on other social media.

Use these questions and boxes as a guide to focus in on what is most relevant for upgrading your interview responses.

### THEIR MISSION & VALUES

Where is the company putting most of their resources and attention? What is their why behind what they do?  
What do you notice about their Board members, admin team, or other leadership?

### THEIR BUSINESS PAIN POINTS

What areas are they vulnerable? What challenges are they expecting? Are they having any issues with employee retention, morale, or customer engagement? What do they need to be sustainable, generate revenue, or grow in other ways?

### THEIR GOALS & REACH

What is their vision for themselves for the long term? Who are they impacting right now? Based on your research, if you were in the shoes of their CEO or other top brass, what would be your top 3 priorities on most days and why?

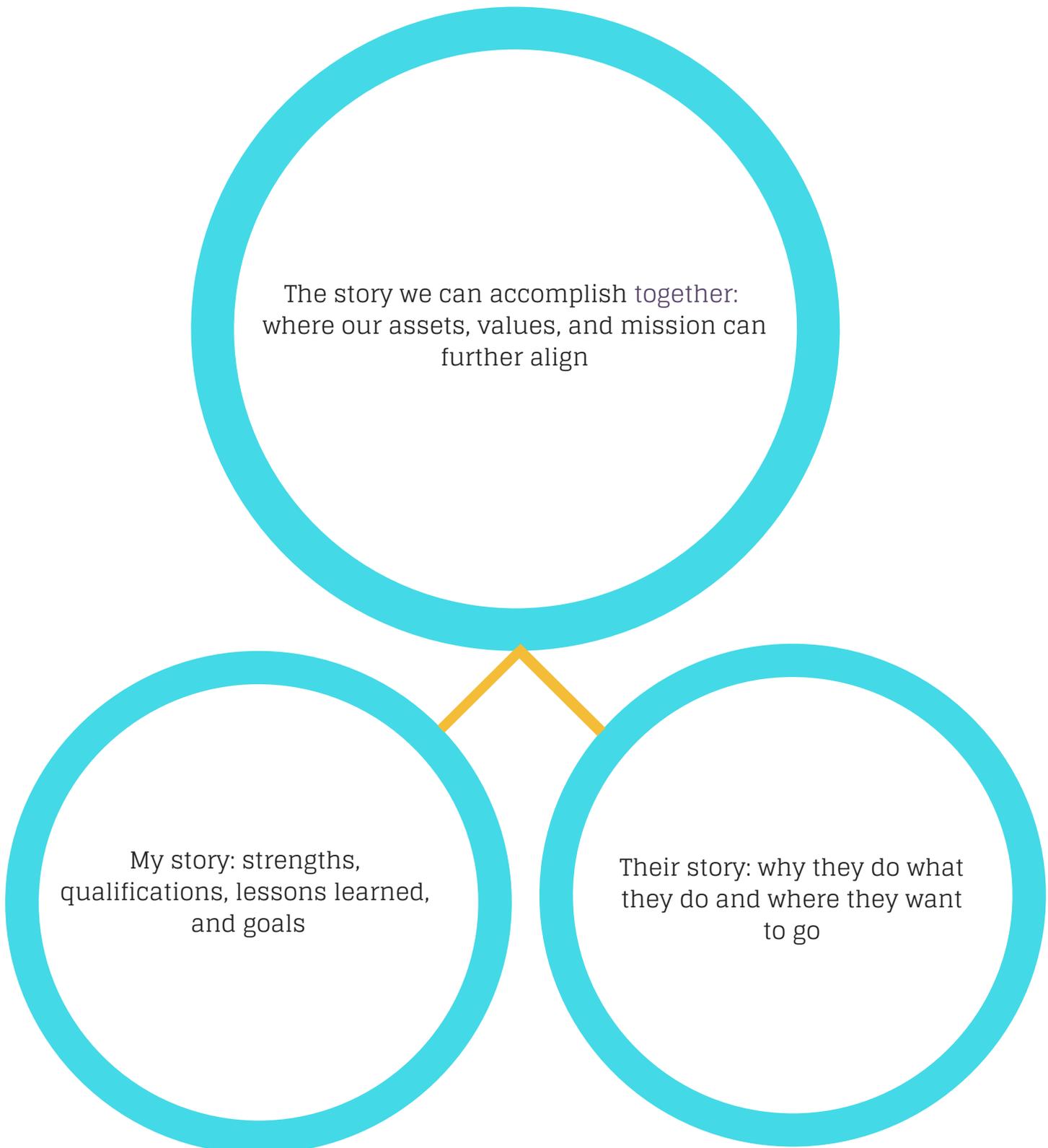
### THEIR ASSETS

What are they most proud of? What awards have they obtained or reputation have they built? What strikes you about the impact they are making or other accomplishments?



You can now compare the two sheets of information you collected. Fill in the circles below to bring together what you have uncovered about yourself and about the company you want to work for. If you need more room and feel more creative, use space in your journal to create a mind map or to give yourself bigger circles where you can add in inspired doodles.

Before you begin filling in the circles, enjoy three deep breaths. Now it's time to uncover more sparkling treasure that concretely shows how your values, goals, and skill sets align with the opportunity you want to attract. The more you can see and feel this alignment, the more at ease and confident you will be sharing your warmth and competence in the hot seat.



# My Professional Value Statement

Bravo so far! Your research and effort to align your story with the company's journey has prepared you to have more engaging, dynamic interview responses. But you still want to make sure the meeting kicks off on a high note. It can feel awkward when first sitting down with someone or when you are asked to "tell me about yourself". Planning out how you will begin is key.

Sharing one highlight about your career past, present, and desired future will keep your professional introduction positive, concise and clear. Creating your own professional value statement will help keep your message anchored and focused.

An example to get you started with more ease and confidence could look like this:

*My work has mostly focused on (name industry or most used skill set)*

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*I \*currently am in a role where (name something you are noticed for at work or how you have helped the bottom line/growth of a business)*

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*I can see myself in the near future creating value for you as your next (name specific role/project/or team you desire to be a part of)*

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\*If you are **not currently employed or looking to make a career switch**, you can begin with "I am excited to hear about the opportunities and challenges of what you do. I've recently been (mention relevant training, certification, volunteer work, self-study project, etc) which has helped me be a resource for you to tap into today."

Use this space below or your journal to put together your professional value statement. It's a great idea to have more than one that reflects your best self if you are aiming to attract a variety of different types of opportunities. Practice sharing your professional value statements with a coach, mentor, or helpful friend who you can expect constructive feedback from.

It will be useful to memorize it, but it doesn't have to be said all at once. It will depend on the situation. Your goal when sharing your professional value is to set the stage for a meaningful, authentic conversation where both sides can be curious and feel heard. Keep this in mind to avoid sounding like a scripted robot who is not actively listening or someone who forgets to ask thoughtful questions to the other person or panel. Taking a moment to pause and connect to your higher self before you introduce yourself will also help ensure a genuinely positive first impression.

