



Topic One Curriculum

Knowing Yourself

- 1) **Creating Your Elevator Speech**
 - Assignment: write your elevator speech and be prepared to give it at the beginning of each workshop over the next two weeks (send copies of your first draft to bking@maministries.org).
 - Due date Wednesday June 22nd at 12noon.

- 2) **Discussion of Your Employment Obstacle(s)**
 - Assignment: identify your biggest obstacle(s) and how you would present it in an interview (send email on the subject to bking@maministries.org).
 - Due date Wednesday June 22nd at 12noon.



Crafting An Elevator Speech

- Your Elevator Speech should be yours, not mine. It should capture who you are in a forward-looking career sense. It is not a dry-recitation of the four most important things in your resume. Instead, it should be memorable and convey not only what kind of opportunity you are looking for, but what kind of employee your new boss will get.
- Still, many people need help with this, mainly because they are too modest to brag on themselves. Don't be. If you can't do it, probably nobody else will do it for you. Here's one way to write an Elevator Speech, but you don't have to follow this pattern literally:
 1. First sentence describes the way you wish to be categorized by that person to help him/her remember you.
 2. Second sentence provides some specific achievement(s) that should get the attention of the other person.
 3. Third sentence provides some idea of what kind of employee you would be.
 4. Fourth sentence is a core belief about the world, something that should be memorable.
 5. Fifth sentence is a call to action, an invitation to follow up.



Elevator Speech Example

- First sentence describes the way you wish to be categorized by that person to help him/her remember you. “I’m a customer service professional with more than ten years of experience in the telecommunications and computer fields.”
- Second sentence provides some specific achievement(s) that should get the attention of the other person. “I have been recognized by two different employers as an outstanding Customer Service Representative, and my actions have resulted in saving 100s of problem accounts that were threatening to cancel their business relationships.”
- Third sentence (I actually took two) provides some idea of what kind of employee I would be. “I am equally willing to lead or to follow, depending on what the situation demands. I believe in big goals, trying new things, teamwork and having a lot of fun while working.”
- Fourth sentence is a core belief about the world, something that should be memorable. “My favorite saying is ‘It’s amazing how much can be accomplished when no one cares who gets the credit’, and I think it is certainly true in the field of customer service.”
- Fifth sentence is a call to action, an invitation to follow up. “Here is my business card. Can I call you this week to schedule a short meeting to talk about how I can help [name of the organization] achieve its objectives?”
- Putting it all together:
- “I’m a customer service professional with more than ten years of experience in the telecommunications and computer fields. I have been recognized by two different employers as an outstanding Customer Service Representative, and my actions have resulted in saving 100s of problem accounts that were threatening to cancel their business relationships. I am equally willing to lead or to follow, depending on what the situation demands. I believe in big goals, trying new things, teamwork and having a lot of fun while working. My favorite saying is ‘It’s amazing how much can be accomplished when no one cares who gets the credit’, and I think it is certainly true in the field of customer service. Here is my business card. Can I call you this week to schedule a short meeting to talk about how I can help [name of the organization] achieve its objectives?”



Your Elevator Speech

Describe the experience you have that is most relevant to what you want to do going forward. _____

Provide some specific achievement(s) that should get the attention of the other person. _____

Give some idea of what kind of employee you would be. _____

Recite a core belief about the world, something that should be memorable. _____

Fifth sentence is a call to action, an invitation to follow up. _____

Note: this format is a guide only. Remember, to make it truly YOURS.



Identifying Your Obstacles

Legitimate Obstacles

1. Qualification issues
 - a) Lack of relevant experience
 - b) Lack of adequate education
 - c) Inability to speak English
2. Behavioral issues
 - a) Criminal background
 - b) Drug / alcohol abuse
3. Personal issues
 - a) Transportation
 - b) Child care
 - c) Illnesses
4. Work history issues
 - a) Reliability
 - b) Performance
 - c) Insubordination
 - d) Policy violations

Illegitimate Obstacles

1. Race or ethnic background
2. Gender / age
3. Religion or country of origin
4. Sexual orientation
5. Perceived disability / handicap



Embrace Your Obstacle

- Why not avoid / hide it?
 - Odds are, the employer will find out anyway
 - Hoping you won't be asked is poor strategy and generally fails
- Why embrace it?
 - Everybody has obstacles, employers know it
 - It shows honesty that you confess it
 - It shows confidence that you confess it
 - It shows character that you overcome it
- How to embrace it?
 - Don't refer to it in writing
 - Leave it out of cover letters, emails, resumes or applications -- unless specifically asked
 - Practice your introduction of the subject
 - Do raise it in your interview
 - Gracefully “beat the interviewer to the subject”
 - Allows you to present it on your terms
 - You won't be as defensive as when you are responding to a pointed question about it



Example of Embracing Your Obstacle

- Obstacle: conviction on felony drug possession when you were 19 years old.
- What NOT to do: DON'T make excuses or re-argue the facts of the case. DON'T play the victim card, or blame it on anyone but yourself.
- What TO do:
 - Accept responsibility,
 - talk about what you learned from it,
 - explain WHY you will never make the same mistake again,
 - and describe how you have taken concrete steps to make sure that it will never happen again.



Your Obstacle Exercise

- My Obstacle: _____

- Impact on my search: _____

- How NOT to explain it:

- How TO explain it:
