



Convey Who You Are: Your Core Story

“Tell me about yourself.”

What if you met this question with enthusiasm and a storied approach? You could take this connection into new territory and propel yourself forward along your career path of choice.

The Benefits of Storytelling for Your Career

Why have a core story?

A story helps form a connection between who you are and who (or what) you are targeting.

Stories are a way to break through the clutter of information we're bombarded with every day and present your facts in a new way - a way that is meaningful and provides context. Stories can:

- Help you make a positive impression, quickly
- Boost your perceived authenticity
- Hint at the best parts of your nature, without having to brag
- Demonstrate your people skills (which storytelling is a natural part of)
- Accentuate similarities between yourself and your listener
- Distinguish you from the crowd - it's good marketing!
- Help others get inside your head more than words on a page can
- Inspire others to join you and get on board with your career move

How to Write Your Core Story

How do you tie your achievements, skills, interests, values and motivations together? I suggest you wrap this up into one core story for you to remember and articulate as your personal brand. Your core story is your benchmark against which you can remember and also evaluate.



Consider the following:

- Which one core achievement stands out the most to you?
- Which one, if you replicated it time and time again, would make you happiest?
- Which one has the most elements that define you?

If you're struggling to decide between two or more achievements, be hard on yourself. Work out the one and only one.

Start by answering these questions:

- I. What is your core achievement? Refer back to your answers in Module 3 (Competencies as Clues to Your Career).**

- 2. What triggered you to start on your own journey?**

- 3. What stories along the way helped to reinforce that your journey was on the right path for you?**



4. What do you believe in?

5. What have you dedicated your life to?

6. What are you committed to?

7. Why do you get out of bed in the morning, and why should anyone care?



8. What is the visceral, core reason you do what you do?

9. From these answers, write your core story. Then review it. You might need to rewrite it to also encompass your core skills, interests, values, and motivations, from your answers in Modules 3 - 17.

10. Say it out loud - it should be less than two minutes. When you're comfortable with it, then you're there.
