



The art of storytelling for jobseekers

- As a job seeker, knowing how to market yourself is important.
- That is why crafting a story for yourself is so important in today's job hunt.

Develop your story

Step 1: Who story

Step 2: Why story

Step 3: What Story

Step 4: Professional Summary



3 Important Stories

Who

- What characteristics do you possess to influence others?
- What are you good at?

Why

- What is making you choose a certain career?
- What value will you add because of your skills sets?

What

- What do you want?



How to sell yourself in an interview

Stories that deserve your Attention:

Who am I & Why am I here?

- What Qualities/skills earn you to influence others e.g. being trustworthy, passionate, responsible, creative, compassionate, honest, and diplomatic?
- Why? – Value I can bring to your organization.
- The above stories can help you craft your Professional Summary.
- Ask listeners to tell you what works in your story. Record the specific things they like about your story.

