App Academy
Personal Pitch

Agenda

- Connection
- Presentation Style
- Pitch Triangle
- Homework
- Workshop

Steps in the job search

- Submit your cover letter and resume
  - (Check if you know anyone at the company)
  - Follow up in 1 week. Repeat.
- Phone interview
  - Research the company in advance.
  - Ask who you will be interviewing with.
  - Send a thank-you note that evening.
  - (follow up in 1 week)
- Take-home problem
  - Algorithm problem or request to build something.
  - Get a review from a/A afterward.
- On-site interview
  - Ask who you will be interviewing with.
  - Send a thank-you note that evening. (Ask your recruiter for email addresses if necessary)
- Negotiations
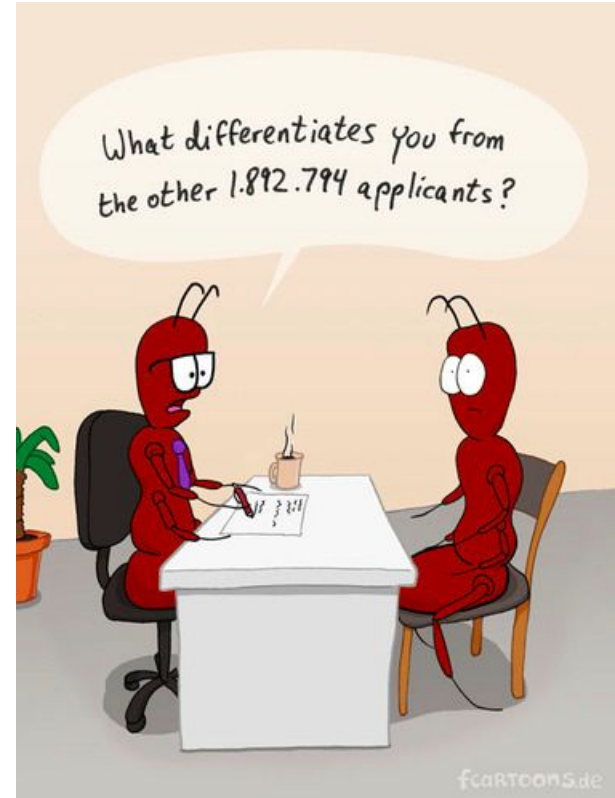
What is the most important part of an interview?

CONNECTION

1) They can visualize you in the role
2) The image gives them a positive emotional reaction

The Question with a Thousand Faces

- **Tell me about yourself.**

- Walk me through your background.

- What brings you here?

- Why did you decide to switch careers?

Answer in 1-2 minutes.

The Problem:
It is difficult to get to know you.

You vs. #you

You

1. You are a complex person.

2. You have hidden depths that are, alas, far too hidden.

3. I have no idea who you are.

#you

1. #you is a simple person.

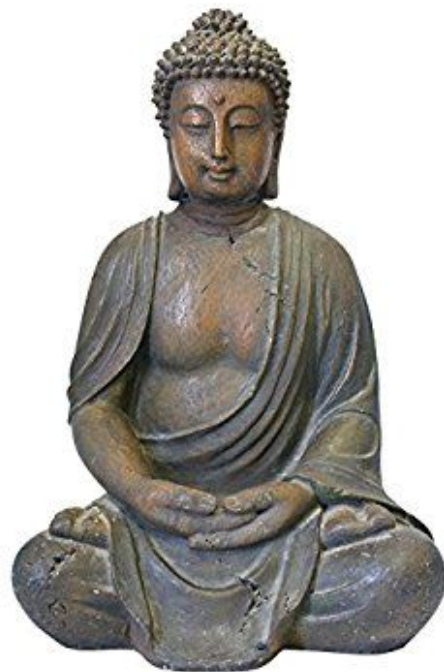2. I feel like I know #you already!

3. #you're hired.

Nervous Energy

What are some of the stories you tell yourself before/during an interview?

Remember....They already like you.
- Phone Screen
- Onsite

"Giving Away Your Power"
- Your oxygen mask
- Power vs. Powerless

Presentation Style - How You Say It Matters

- VOLUME

- Smile

- Eye contact

- Sound confident and energetic. Sentences end with a period (not a question mark).

- Breathe

- Sit up straight.

- Gesture when natural. Try not to fidget.

Personal Pitch Triangle

What Made You Become A Software Developer?

The Structure-THE TRIANGLE

How did you start in
this industry?

3

You + Company

"Hit the ground running"

What do you know?
Skills + Projects

Tell a story

A story has a beginning, middle, and end.

Make it concrete. Establish a setting, character(s).

Leave out unnecessary details.

Revise & practice, revise & practice.

1. Show you've been interested in software for a long time.
   <u>Choose a concrete starting point:</u>

"I've always been super interested in tech. When I was a kid, I built a computer at the age of 12. When I got to college, I considered doing computer science, but decided that I actually wanted to try out business instead. I still continued to code once in awhile on the side. I kind of flip flopped between business passions and CS passions. After coming out of college, I took a job as a financial analyst, but I hated working there. It was boring, and it was uninteresting. So, I finally decided to pursue my true passion: software engineering.

"I took a C++ programming course in college and it was my favorite class that semester."

"Ever since high school, I've always coded. I wrote games for my TI calculator."

"As a former XYZ, I've always enjoyed [problem solving / being innovative / fast-paced environments / tight-knit teams / working with computers / anything startup-y or tech-y]."

3. **Newbie vs. Knowledgeable**

"Well I went to App Academy where I learned Ruby, Rails and Javascript which I am getting much better at."

"This past year I have sharpened my skills in Ruby, Rails and Javascript and recently I created an awesome... {XYZ Project}....etc."
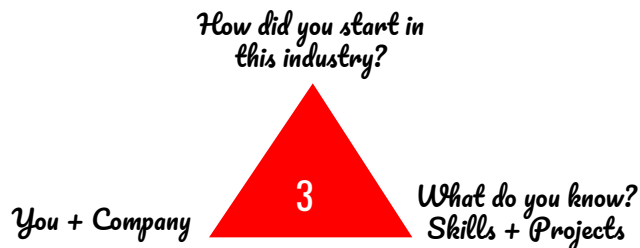
Personal Pitch Workshop

<u>Create Your Triangle</u>

Take 15 minutes.

Choose a company and actually write your TRIANGLE for that company.

How did you start in this industry?

You + Company   **3**   What do you know? Skills + Projects

BE SURE TO....

1. Show that you've been interested in tech (or related) a long time.

2. Say when you decided to pursue software more seriously.

3. Name your skills and accomplishments.

4. Say something company-specific.

NOTE: *Do not write out your pitch...just have the bullets/talking points*

Workshop Time --- 3x3!

- Groups of three. THREE TIMES EACH!

- EVERYONE GOES. Maintain a clockwise rotation. No exceptions.

- Each person gives at least 1 compliment and 2 constructive criticisms.

- Give concise, honest feedback. Be critical. But also be nice.

- DO IT AGAIN. **THREE ROUNDS EACH.** Second and third round, incorporate your feedback from the first rounds.

- I'll occasionally come and eavesdrop on you.

<u>Workshop Time!</u>

Feedback - Specific things to watch for:

- Connection (energy, enthusiasm, confidence).

- Presentation style (eye contact, posture, gestures, voice, tone, speed).

- Pitch triangle (1-2 minutes).
  - Show that you've been interested in tech.
  - Say when you decided to pursue software more seriously.
  - Name your skills and accomplishments.
  - Say something company-specific.

Homework

- **Record yourself** giving your personal pitch. (It must be a diffeent video than the one you did today) Due Wednesday at 9 am.

- Should be practiced, doesn't need to be perfect. DO NOT READ IT!!!!!

- **Upload** to your google drive. Post link to Jobberwocky. Feedback given via Jobberwocky.

- <u>RESUME:</u> REVIEW GITHUB CONTENT + Crafting Bullet Points
  - **You will be tested on this tomorrow**