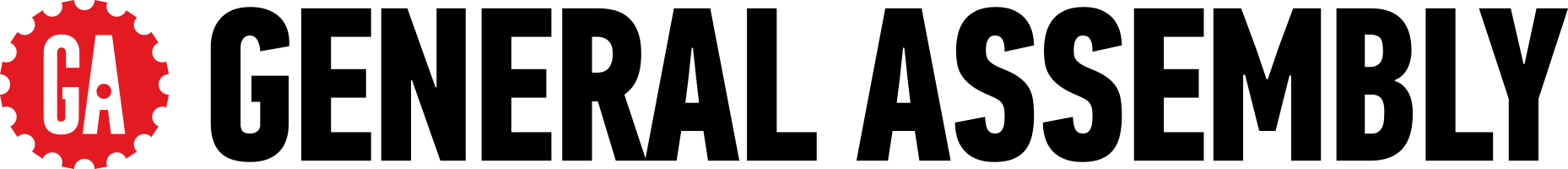
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**Outcomes**

**Professional Story**

**Tips and Strategies**

Successful job searchers have a carefully crafted professional story that they refer back to and pull from when creating job search collateral, and when networking and interviewing. Your professional story should build from your self-reflections. It should have a clear beginning, middle, and end, and should outline your career journey, skills, achievements, unique value, passions and motivators, and career goals.

1. Your professional story should have a clear beginning, middle, and end. It should be clear and compelling, highlighting important career events, skills, achievements, your unique value, and passions and motivators. When someone asks you at a networking event or during an interview to tell them about yourself, you should be able to refer to your professional story to give them a clear, compelling, comprehensive yet concise overview of your professional journey and profile.

2. Your professional story should capture the highlights from your self-reflections and address each of the questions below:

* What life and career events inspired and led me to this point in my career journey?
* What are my greatest skills?
* What are my greatest achievements?
* What is my unique value?
* What are my passions and motivators?
* What are my career goals?

3. After reflecting on the questions above, start to craft your professional story. Make sure you have a clear beginning, middle, and end. Use the phrases below to spark ideas for how you can weave your story together.

* “My passion for \_\_\_\_ was sparked when I \_\_\_\_\_.”
* “Through this experience, I was able to develop a deep skill set with\_\_\_ that I used to \_\_\_\_\_\_\_, resulting in \_\_\_\_\_.”
* “That role inspired me to learn more about \_\_\_\_\_\_ and I really became passionate about\_\_\_\_\_\_.”
* “While I was a \_\_\_\_\_ at \_\_\_\_\_ I was able to use my \_\_\_\_\_ and \_\_\_\_\_ skills to develop a highly successful \_\_\_\_\_\_.”
* “I was able to solve \_\_\_\_\_\_ client’s problem, and deliver \_\_\_\_\_ solution, while saving the company valuable resources.”
* “I was called on by my supervisor because of my proven ability to \_\_\_\_\_\_ in previous projects, to lead an innovative project serving \_\_\_\_\_.”
* “I find great satisfaction being able to\_\_\_\_\_\_, and helping people to\_\_\_\_\_.”
* “I’m looking to launch a career in\_\_\_\_\_, I’d like to work in a \_\_\_\_\_ role with an innovative team working to solve \_\_\_\_\_.”

4. Your professional story will evolve as you continue through the course and beyond. Reflect back on your story to revise it throughout the course, and seek feedback from people you can trust, including your career coach.