

# How to make your pitch

“Your pitch should be your resume in a story”

1. Start off with a quick intro of who you are and where you are at.
  - a. Hi, my name is **<name>** and I am currently a **<occupation>**.
2. Add what you are looking for in career/job + “let me tell you about how I got here”
  - a. I’m extremely interested in **<career>** and would love to tell you how I got here
3. Add a little background history
  - a. Since I was very young, I’ve always been interested in **<interest/career>** and made that my pursuit.
4. Add educational history
  - a. For college I majored in **<major>** where I grew even more interested in **<career>**
5. Add project/job history
  - a. During college/After I graduated, I worked on/went to **<project/job>** and did **<title>**. It was here that I **<all the awesome stuff I did>** which lead to **<awesome results>**.
  - b. Add additional **<project>** / **<job>** and **<awesome stuff I did>** which lead to more **<awesome results>**
2. Add outside work activities
  - a. Outside work I like to **<activity that makes me sound smart>**, because **<reason why>**
3. Add your career / job interest (do research)
  - a. Currently I’m looking for a **<position>** where I can showcase my abilities and add value. I believe my **<experience>** gives the background I need to be successful in this space and think i’d make a big impact on this team.

# Tell me about yourself?

Of course,

I'm currently a senior product manager with Intuit, where I have been for the last 8 months. I got into the role in a sort of round about way but found that I really love working with users and building solutions that make their lives easier.

As a kid i always loved technology and was fascinated by great user experiences on the web. As a result I chose to major in IS at CMU. As a pretty focused program, I discovered during my internships at Qualcomm and AE that great user experiences and products started at a little higher level so I decided to do my masters in MIS.

After I graduated, I joined Adobe as a Business Analyst determined to help build better products. Under the lead of a product manager, I soon learned that the BA role was just gathering the intel and I really wanted to be where the action was. Shortly after, I put my technical experience to use and transitioned to a SCRUM master role. As the SCRUM master, I led a team of 6 devs in India to adopt Agile and begin to ship 2 week sprints. During this time, I realized that SCRUM masters had some say into the UX and design of the tool but the real players fell on the product manager and I knew that's where I wanted to be. After spending time growing with the technical side, I invested my time on the business side and became the product manager for a internal portfolio management system. As the PM for this product, we took it from a small tool used by only IT (400) to a tool that supported the entire company (12,000) in just 3 years. In addition to the huge spike of users, we estimate that we've saved the company a total of 20% global workforce planning time ~\$15 million yearly.

Happy to go into more details if you'd like.

Outside of work, I do side projects for fun. I spun up 2 mini companies, 1 focusing on helping SMB do digital marketing and the second focused on digital receipts. Unfortunately things did not pan out but I learned a lot of great startup lessons thru both these experiences and hoping my next big idea will make it big.

I'm looking now for a role at a early-stage company where I'll be able to take a single product from start to finish. I think my experience as a SCRUM Master and Product Manager will give me the background you guys are looking for to work cross-functionality and across several roles. That's a lot of what interested me in this role and I think i'd be able to make a huge impact on this team.



# “What do you like to do in your spare time?”

**Best:** “I really enjoy exploring new technology. In my most recent side-project, I built a simple to-do list application in as many languages as possible to not only learn the programming languages but to solve a problem for myself.” <Career Value>

**Good:** “I love playing ping-pong. I play in a league and recently won a local tournament and hope to continue to improve my skills and teach others.” <Individual Value>

**No value:** “I spend a lot of time just reading things online, blogs, tech, news, etc...” <no value>



# Example SAR

*Tell me about a time when you made a mistake*

- **Intro:** “Sure, let me tell you about the time I was responsible for a failed release”
- **Situation:** On a recent release, we were launching a new mobile application for our services. I was responsible for handling the log-in aspect of the application and all through testing, everything looked good. The night of our release I got a call from our PM telling me something happened and no one was able to log-in and it was a massive problem.
- **Action:** It was around midnight and I quickly signed on and got to work debugging the issue. I found that I forgot to update the DB to point to the production instance and quickly worked with my team to deploy a patch. Afterwards I decided to work with our QA to automate this process to ensure this would never happen again.
- **Results:** Although the team was disappointed, they treated it as a lesson learned and thanked me for my quick resolution and future proofing the problem.



# Example Question

“How would you test a calculator?”

## Good signs:

You're looking for a detailed and strategic method

-First they'll have to work out exactly what the question means:

---Is it referring to the general functionality of the calculator (the buttons) or its actual mathematical ability?

----Then they'll have to come up with a systematic and efficient means of testing it.

-----They may require some paper to make notes; “visual” thinkers will need some way to visualise the process.

\*totally OK to ask clarifying questions\*

## Bad signs:

Confused and not logical

Jump to answer

Assumes they know what you are asking for



# How many gas stations are there in the US?

Answer:

Q: what kind of gas stations? There are normal gas, diesel, hydrogen, natural?

A: Let's say normal gas

Q: US are you referring to just the 50 states or including US own territories?

A: let's say 50 states

Q: Can i assume the population of the US to be 300m ... Yes

Im going to make a hypothesis that  $\frac{1}{3}$  americans have a car, this is based on the fact that drivers are 18 years and above making it about 75% of the population. Some folks have multiple cars and some share so to make things easier im going to do  $\frac{1}{3}$  to give me an easier number, meaning that there are 100m cars. Im going to make a assumption that for every 50 cars, there is 1 gas station. This is because XYZ.

Putting it all together...

US has 300m people,  $\frac{1}{3}$  people own cars \*  $\frac{1}{50}$  = final answer 2m gas stations.







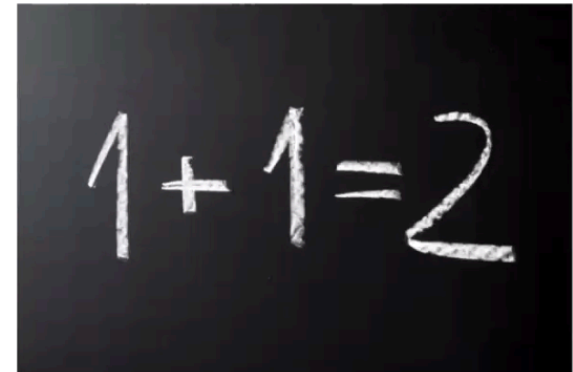
# Likability

“The person you are talking to could be your hiring manager or future teammate”

If you have the opportunity, remember to try to add some of your own personality

- Pleasantries
- Small Talk
  - Hobbies
  - Sports
- Relatability/Memberability
- Thank you / follow up

# Tips During Interview



*"Little things add up to the whole package"*

1. **Self Presentation** - Dress to impress
2. **Show Passion & Interest** - Whether this is your dream job or not, believe that it is
  - a. Research the company and products
  - b. Find an area of the company you are excited about
  - c. Always ask about next steps
3. **No TMI** - Don't volunteer personal information or ramble or ask too personal of questions.
4. **Give Confidence** - Be confident but not arrogant
5. **Want Challenges** - You want the job for the challenges and ability to make contribution based on your skills and experience
6. **Don't talk about pay, benefits, time off** - This will be something you can work on after you get an offer.