

TELL ME ABOUT YOURSELF

How To Answer The First
Interview Question



Once upon a time...

myth

Most People Think

When a hiring manager asks,
“Tell me about yourself,”
most people think:

“Tell me your life story.”

And they begin at the very
beginning.



reality

Managers Want To Know

The hiring manager is actually asking:

- What makes you stand out?
- What value can you create?
- What problems can you solve?

In essence:

“What do you bring to the table?”



formula

The Two-Minute Pitch

Share enough to help the hiring manager see your best side.

The Formula:

- Your Most Relevant Results
- Your Biggest Strength
- Your One Ask

1

Your Most Relevant Results

Here is the template:

I have been...	<i>your role and how long.</i>
I specialize in...	<i>your specialty.</i>
In the last X years, ...	<i>most recent projects.</i>
Recently, I've ...	<i>most recent outcome.</i>
This helped ...	<i>how it helped the company.</i>

This is what I am passionate about.

I also have a list of projects I've worked on.

example

I have been a software developer for the past 10 years. **I specialize in** building front-end applications in React and AngularJS.

In the last three years, I have worked on 3 large applications that served 50,000 users daily.

Recently, I've reduced the loading times by 50% for the checkout process for the Kibbles and Bits online pet store.

This helped increase revenue by 10% in the last three months.

This is what I am passionate about.
I also have a list of projects I've worked on.

2

Your Biggest Strength

Describe the one strength that is relevant to the job description.

Here's the template:

My main strength is... *your biggest strength.*

I like to... *what do you like to do that is above expectations.*

example

My main strength is my ability to understand the inner workings of the frontend software frameworks.

I like to keep my code simple and easy to understand so that future engineers can quickly pick up where I leave off.

3

Your One Ask

Describe what you are looking for in a team and the company.

Here's the template:

I am looking for... *describe your ideal team environment and values.*

(Optional)

Does this sound like a good fit for this role?

example

I am looking for a company where I can add value to the software development process and join a high performing culture of software engineers.

Does this sound like a good fit for this role?

4

Memorize Your Answer

Prepare the answer to this question ahead of time. Memorize it.

This is your:

- Elevator pitch
- Unique selling proposition
- “Why should I care” speech

I have been in the digital marketing industry for 10 years. I specialize in digital marketing for small real estate agencies.

For the last two years, I have worked with Jon Smith Realty Inc. in Denver, running monthly digital marketing campaigns and coordinating all social media activities.

Recently, I created and managed a digital marketing campaign targeting local residents. The campaign generated 500+ new leads and had a 10% conversion rate.

This helped our company double the number of clients we serve and increased the number of our houses on the market by 30%.

This is what I am passionate about.
I also have a list of other projects I've worked on in the past 5 years.

My main strength is creating content and running marketing campaigns on LinkedIn.

I like to combine my interest in copywriting to produce eye-catching LinkedIn posts that draw in readers and convert them to followers.

I am looking for a team that values a get-it-done attitude and embraces continuous learning and improvement.

Does this sound like a good fit for this role?

I have been interested in civil aviation since I was a little kid. I am especially curious about how planes are built and what makes them fly.

For the last four years, I've studied mechanical engineering at the University of Oxford. I took several aviation engineering courses to pursue my passion.

Recently, I volunteered at the local airport, helping aircraft mechanics service light aircraft: Cessnas and Pipers. I was tasked with helping document aircraft issues and lending a hand during routine maintenance tasks.

My work helped reduce the time mechanics spent completing paperwork, allowing them to focus on ensuring the aircraft were airworthy.

This is what I am passionate about.

My main strengths are my attention to detail and my desire to learn how aircraft fly. I like to read about aircraft history and learn as much as I can about the internals of aircraft engines.

I am looking to join a company where I can further my education in the field and help keep the fleet in airworthy condition.



Thank You

If you've found this valuable, share this post with your network and show them you're on the path to:

Mastering Interview Questions

If you want to get notified about posts on leadership, business and productivity, follow me and hit the bell icon.

— TERRY DANYLAK