

Telling Your Story: Five Secrets for Successful Career Growth and Advancement

An Infopeople Webinar

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Agenda

- The importance of successful interactions
- The five secrets of successful interactions
- Case study
- Developing your own talking points for success
- A sampling of job opportunities



Successful Interactions



The Five Secrets of Successful Interactions

- Storytelling
- Elevator pitch
- Listening
- Getting buy-in
- Getting to yes



Why Telling Your Story is So Important

- First impressions can mean everything
- Limited time to make a pitch
- Importance of conveying your value
- It is really a sales pitch for you or your work
- Concise storytelling is a hallmark of successful people
- People remember stories
- Your story is your unique brand

Storytelling



- Engage and excite the involvement of listeners
- Develop information center/library stories to support the work you do
- Testimonials

Elevator Pitch

- 30 seconds
- Know it by heart
- Say it with passion
- Be prepared to expand on it, and don't count on it as your only tool
- Fantastic Formulas for Composing Elevator Speeches <http://bit.ly/fN8q0v>



Listening

“Listening to what customers, competitors and experts are saying can be a much more productive social networking tactic than promoting your library through blogs, tweets and the like.”

“Listening: The Fast Track

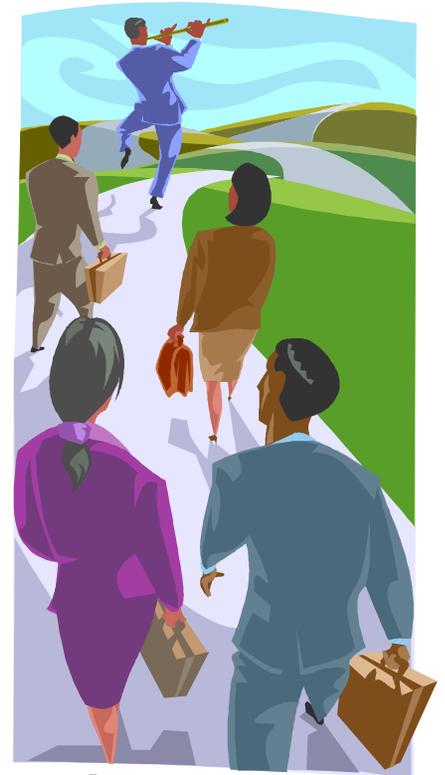
to Social Networking?” by Bill French.

Information Outlook, April/May 2010, p. 15.



Getting Buy-In

- Stay informed of topics and trends of interest to senior executives
- Become an expert on these topics and always be ready to share valuable information
- Be visible/seen/heard from regularly
- Be the link to outside and inside expertise



Getting to Yes



With decision makers (employers/clients, etc.)

- Demonstrate your value (how you can positively affect the bottom line)
- Consistently obtain buy-in
- See the world through their eyes (not yours)
- Adapt to reality (don't try to change the world)

Case Study: Successful Interactions

Leigh Montgomery's Talking Points

Situation/ Interaction	Leigh's Talking Points
Leigh's Story	I was recruited for a position in the MONITOR's library after I finished...
Leigh's 30 second elevator pitch	Librarians/Info Pros should have several of elevator pitches, depending on the...
What Leigh listens for	This is an interesting and complex question. As an information professional in a...
How Leigh gets buy-in	I set quarterly goals and I'm asked to suggest three to five goals to accomplish...
How Leigh gets to "Yes"	"Yes" these days is more like: not "No." I do get this with most things and not others...

Leigh Montgomery's Story

Overview:

Summarizes where Leigh has been in her career

Enumerates what jobs/tasks Leigh has performed

Emphasizes Leigh's skills

Highlights Leigh's accomplishments

Details what value Leigh can offer any organization

Provides a good idea of what Leigh brings to any situation

Leigh Montgomery's Story

Specifics:

Possesses extensive research skills

Writes and communicates well

Possesses teaching skill and experience

High achiever

Quick learner

Goes outside comfort zone

Leigh Montgomery's Story

Specifics: (Continued)

Versatile

Self starter

Embraces change

Positive attitude

Active in professional organizations

An “experience” collector

Leigh Montgomery's Elevator Pitch

Has several elevator pitches depending on audience/situation

Prefers elevator “pitch” over “speech” because it is a sales job

Sees elevator pitch as “elevating” your profile or self

Should be casual/conversational to start conversation

Uses elevator pitch during meeting introductions

Often begins elevator pitch with a question

What Leigh Montgomery Listens For

Looks for common aspirations in digital and quality journalism

Listens for patterns in how management uses the information and learns what's important to them

Listening carefully tells Leigh what is OK and not OK to do

Leigh listens for subtle but important phrases

Listens for books and articles admired or endorsed by management

How Leigh Montgomery Gets Buy-In

Leigh sets quarterly goals aligned with her manager's goals

Leigh looks for opportunities to motivate her, apply her abilities and support company objectives

Leigh communicates what she's done and quantifies her achievements

Leigh tries to provide examples where a librarian has made a difference

Leigh always maintains revenue streams as a goal

How Leigh Montgomery Gets to “Yes”

Leigh says, these days, “yes” is more like “not no”

Holds quarterly meetings with management to review results of the previous quarter

Quantifies everything = management’s preference

Leigh and manager review best performing items, what she is proudest of, where she’s applied technology innovatively and new clients and changes to the electronic portfolio

She’s always able to articulate what something is and why they are paying “\$X” for it

Leigh’s objective is for clear and descriptive communication

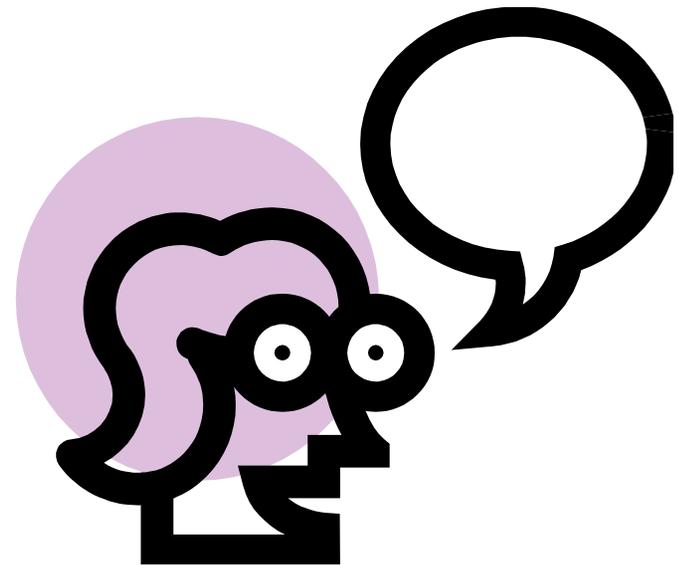
Successful Interactions: Your Talking Points

Situation/ Interaction	Your Talking Points
Your Story	
Your 30 second elevator pitch	
What you listen for	
How you get buy-in	
How you get to “Yes”	

Audience Poll: What will be your favorite talking points?

(choose all that apply)

1. Storytelling
2. Elevator pitch
3. Listening
4. Getting buy-in
5. Getting to yes



A Sampling of Job Titles for Recent Grads and Our Colleagues

- Business Development Manager at Geneca
- Human Factors Engineer, Intel Corp.
- Information Architect
- Information Specialist, National Center for Patient Safety
- Knowledge Manager, Freedom from Hunger
- Library Partnerships Manager, Google Book Search
- Metrics Manager, Global Consumer Design, Whirlpool
- Project Manager, The SoftAd Group
- User Experience Researcher, Microsoft Corp.
- User-Interface Designer, Lockheed Martin
- Web Production Assistant, Adobe Systems

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A Sampling of Job Titles and Sources You May Not Have Considered

- Museum Curator
- Library Research Consultant
- Sharepoint Power User
- Web Applications Developer
- Publications Director
- Document Logistics Manager
- <http://www.jobsfed.com/>
- <http://jobsearch.monster.com/>
- <http://www.net-temp.com/>
- <http://job-hunt.indeed.com/>
- <http://www.jobcentral.org/>
- <http://careers.peopleclick.com/>

Audience Poll: Which job titles are most appealing to you?

(choose all that apply)

1. Museum Curator
2. Library Research Consultant
3. Sharepoint Power User
4. Web Applications Developer
5. Publications Director
6. Document Logistics Manager

Look who's recently changed jobs!

The screenshot shows a LinkedIn notification feed with the following elements:

- Header:** LinkedIn logo in the top right corner.
- Text:** "Click to view their new titles" in orange script font.
- Grid:** A grid of profile pictures. Several cells are replaced by blue call-to-action buttons:
 - "See Belinda's new job! >>"
 - "Where is Paul? >>"
 - "And Richard? >>"
- Footer:** "© 2011, LinkedIn Corporation" in the bottom left corner.

Summary of What We've Learned in this Series

1. There are no excuses
2. 33 critical skills for career advancement
3. Six ways to acquire new skills
4. New ways to overcome adversity
5. How to develop a dynamite resume
6. The value of networking
7. How to become a front runner
8. Invest in yourself
9. Five secrets of successful interactions
10. How to develop your talking points

Audience Poll: What is your most important takeaway from these webinars?

(choose all that apply)

1. There are no excuses
2. The importance of having the right skills
3. Strategies for acquiring new skills
4. Value of networking
5. Need to invest in yourself
6. Tips for developing a dynamite resume
7. How to become a Front Runner
8. Case studies of successful librarians/info pros
9. Secrets of successful interactions
10. Great follow up resources

Homework Assignment: Readings and Exercises

- Investigate two or three areas/associations for career changing/job opportunities
- “How Do You Prove Your Worth” Jill Strand. *Information Outlook*. Dec 2011. Vol. 15, Iss. 8; pp. 28-29.
- “10 Questions: Julie Takata.” Stuart Hales. *Information Outlook*. Dec 2010. Vol. 14, Iss. 8; pp. 17-21. [case study]
- “Information Pro as Storyteller For Staff, Patrons, Management.” Debbie Schachter. *Information Outlook*, Feb 2008. Vol. 12, Iss. 2; pp. 28-29.
- Coping with Continual Motion <http://bit.ly/edd6Cf>

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Questions?



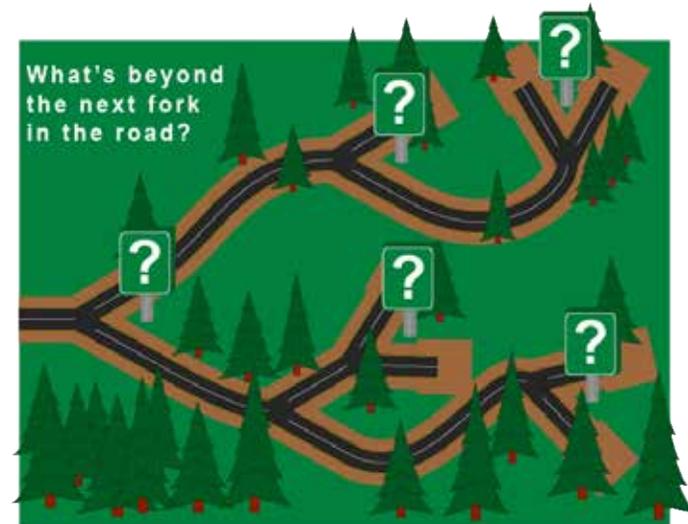
What's Next?

Stay in touch! Please join our Career Sustainability Group on LinkedIn

<http://linkd.in/pqkjzp>

Deb and David also provide:

- Workshops/seminars
- Customized career coaching, resume writing, mentoring



Contact Us: Join our mailing list to more learn about our upcoming workshops, coaching services, publications and discussion groups. dhunt@information-edge.com / dgrossman@cityofmillvalley.org



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