

# Storytelling & Skills Articulation in Your Career

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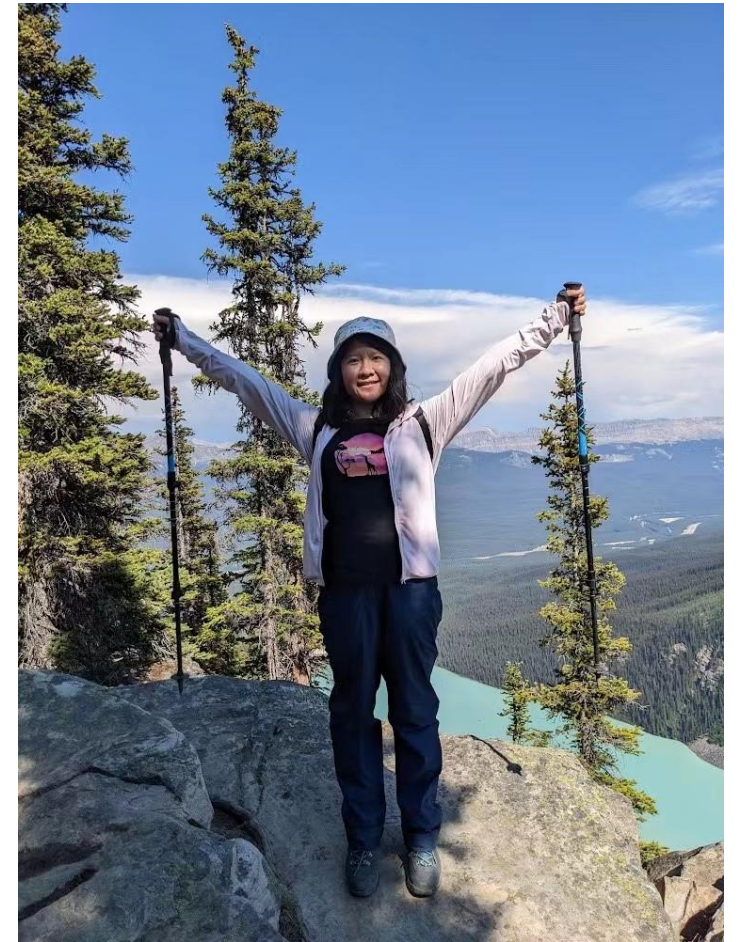
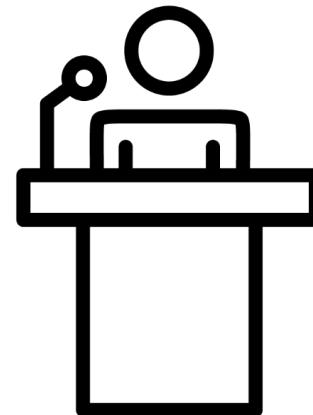
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Photo credit: @bruce.digital

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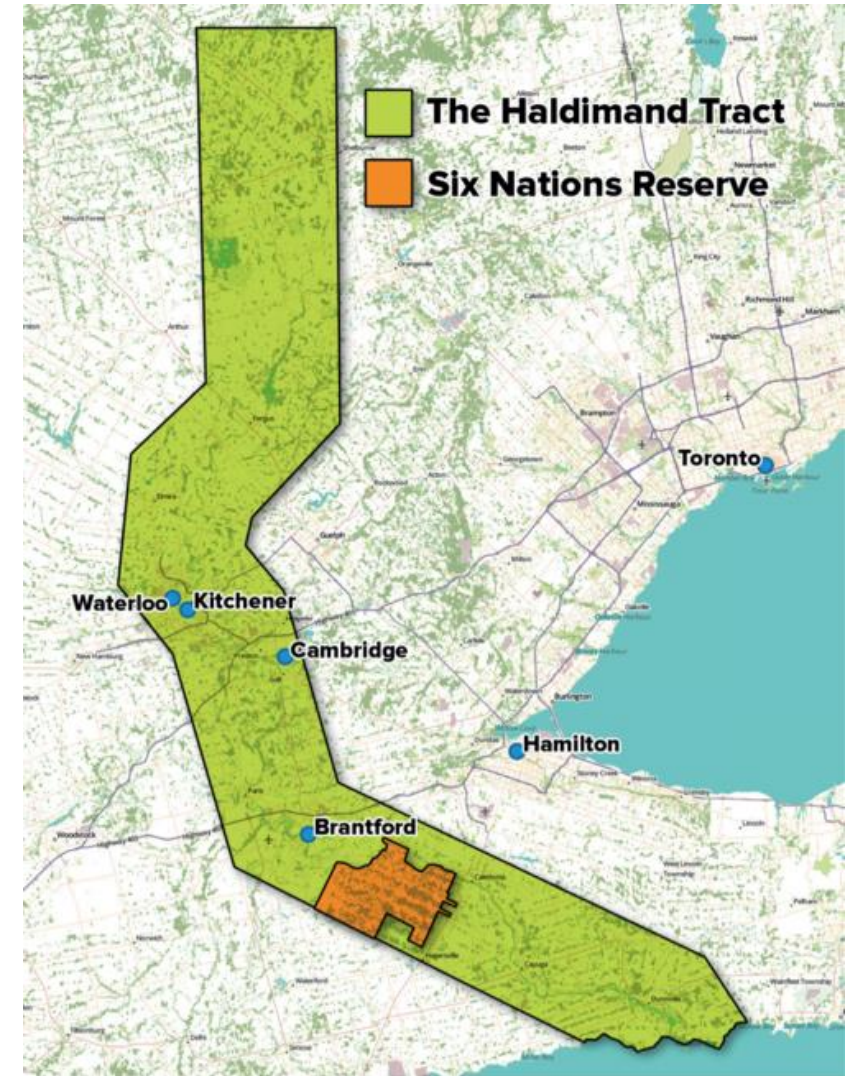
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# Land Acknowledgement

The University of Waterloo is on lands that are deeply connected to Indigenous peoples who have historically lived and who currently live in this territory. These groups include the Neutral, Anishinaabeg (Ah-nish-naw-bay) and Haudenosaunee (Ho-denoh-show-nee) peoples. The University of Waterloo is situated on the Haldimand Tract, the land promised to the Six Nations that includes ten kilometers on each side of the Grand River.





**THIS**  
↓  
*workshop* **IS A**  
**SAFE**  
**SPACE**

- 1) Choice
- 2) Respect
- 3) Care

<http://swarthmorephoenix.com/2016/09/08/safe-spaces-unsafe-for-ideas/>



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# Today, we will:



Reflect on your “personal brand” and career story



Draft your personal/career statement for a online/LinkedIn profile



Discuss skills articulation and storytelling in resumes and interviews



Share resources and supports for your next steps



# HOW THIS WORKSHOP WILL WORK

- ✓ Ask questions or make observations anytime. We are all for random interaction!
- ✓ We have some reflection-based activities planned. Have a physical or virtual notetaking device handy to engage in some reflection.
- ✓ We'll have a break partway through to get up and stretch!
- ✓ Q&A is at the end but always feel free to ask questions.





# **BUILDING YOUR ONLINE PRESENCE**

Or building your “career identity” or “personal brand”

# What is a Personal Brand?

A **personal brand** is a widely-recognized and largely-uniform perception or **impression of an individual** based on their experience, expertise, competencies, actions and/or achievements within a community, industry, or the marketplace at large.

-personalbrand.com



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**What does Personal Branding  
mean to you and how do you  
feel about it?**

BRAND



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# Why LinkedIn?

- Employers will Google you! Be in control of what they see.
- Stay in touch with people you meet in class, at conferences, etc.
- Find more people to connect with in your industry.



- Stay up to date on new ideas and ways to solve problems.
- Find alumni working in your field.
- Research future career ideas.

# The role of your online presence & career identity

- Takes an **active role** in the way you define yourself and the way you wish to be perceived by specific audience(s)
- Articulates a **sum total** of all your interests, talents, attributes and attitudes, values, skills and abilities
- Defines the contributions and impacts you wish to bring to potential employers
- Will change/evolve over time



# Reflection Activity: Sparkpath, Challenge Card Activity

- Create an account [app.mysparkpath.com](http://app.mysparkpath.com)
- Use the code in the chat **SparkChallenge799**
- Sort cards based on your interest
- Once you've sorted, it will show all your "very interested" cards. Take a screen shot, photo, or write them down
- You *can* also select top 3 and download a "profile" if you want



SPARKPATH

Discover the challenges that you want to work on.

Experience a transformative approach to career discovery today.

Get Started

# Brainstorm Prompts - 10 minute activity

From your "very interested" cards or your top 3:

- Click the "information" icon and read through the description. What excites you?
- What words stand out to you? Write them down!
- What are your top two or three cards. What is common among them?
- What surprised you on these cards? What fits with what you know to be true about yourself? What doesn't fit?
- What do you want to know more about related to these ideas?







# **WRITING YOUR PERSONAL (CAREER) STATEMENT FOR YOUR "ABOUT" SECTION**

One possible way for beginning your “about” section on LinkedIn

# PERSONAL CAREER STATEMENT TEMPLATE

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“I use my (word 1, word 2 and word 3) and experience in \_\_\_\_\_ to help \_\_\_\_\_ by \_\_\_\_\_.”

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TEMPLATE

# EXAMPLES

*“I use my empathy, communication skills and 5 years of career advising experience to help clients clarify and reach their career goals.”*

*“I create meaningful experiences and help others reach their potential by using my generosity, commitment to experiential learning, and creative approaches to research and problem solving.”*



# EXAMPLES

*“I am a new grad with a MA in English and I am known for being extremely crafty when it comes to non-profit fundraising.”*

*“I just completed my Masters in Psychology and have a serious passion for expanding societies’ knowledge about autism.”*

*“With my understanding of peace and conflict factors, I want to develop new ways of helping refugees settle into Canadian communities.”*



# Activity: Write a sketch of your Public Profile

Take a moment and reflect or jot down:

- What stories can build upon your personal statement?
- How would you like to present your career interests, especially if you have multiple audiences?
- What experiences/projects do you want to highlight?
- Do you want to include some bullet points for other info or skillsets?
- What other types of information would you like to include?







# **ARTICULATING YOUR SKILLS IN YOUR RESUME OR CV**

# The Skill Assessment Chart

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<b>Academic / Life Experience</b>	<b>Activity</b>	<b>Skills</b>

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# The Skill Assessment Chart

<b>Academic / Life Experience</b>	<b>Activity</b>	<b>Skills</b>
Graduate Students Association – Board of Directors (volunteer)	Event planning	Decision-Making
		Influence and advocacy
		Organization
		Leadership
		Communication Skills



# ACTIVITY: Self-reflection

**Pick one activity you have done as a graduate student (Teaching Assistant, Graduate Association volunteer, graduate thesis or MRP, course project, etc.)**

- 1) Identify what you do/did to complete that activity. What roles did you play? What tasks were you responsible for?
- 2) Describe the skills you use to successfully complete the activity



# Major Sections of a Résumé (not exhaustive!)

- ❖ Header
- ❖ Summary of Qualifications
- ❖ **Relevant Experience**
- ❖ **Additional Experience**
- ❖ **Selected Projects**
- ❖ Education
- ❖ Technical Skills
- ❖ Professional Development/ Certifications
- ❖ Other Categories? Ask me!





# Experience Sections

You could use Work Experience and Volunteer Experience. But sometimes the below sections give you more control over your resume in highlighting your strengths:

- ✓ Relevant Experience
- ✓ Select Projects
- ✓ Additional Experience
- ❖ Prioritize sections based on relevance
- ❖ Extract transferable skills to use for your bullet points

# Writing Effective Bullet Points: WHAT – HOW – WHY

- **Paint a picture with words** (help the employer envision you doing those jobs).

WHAT you did	HOW you did it	WHY it's important
<ul style="list-style-type: none"> <li>• Action or achievement verb (e.g., Analyzed, Developed, Optimized)</li> </ul>	<ul style="list-style-type: none"> <li>• Tool (e.g., programming language)</li> <li>• Approach/methodology</li> <li>• Adverb (e.g., accurately)</li> <li>• Role (e.g., member, treasurer)</li> </ul>	<ul style="list-style-type: none"> <li>• Result or accomplishment</li> <li>• Outcome</li> <li>• Impact</li> <li>• Quantify where possible</li> </ul>
<ul style="list-style-type: none"> <li>• <i>“Designed client database</i></li> </ul>	<ul style="list-style-type: none"> <li>• <i>Using MS Access</i></li> </ul>	<ul style="list-style-type: none"> <li>• <i>Doubling the speed of information retrieval”</i></li> </ul>

- Accomplishments > duties (E.g., “Received best customer service award” vs. “waited on tables”)
- Use similar industry terms (you can often find these in the job posting).



# **ARTICULATING YOUR SKILLS IN AN INTERVIEW RESPONSE**

# Know Yourself

Reflect on what you want them to know about you + your brand + your resume:

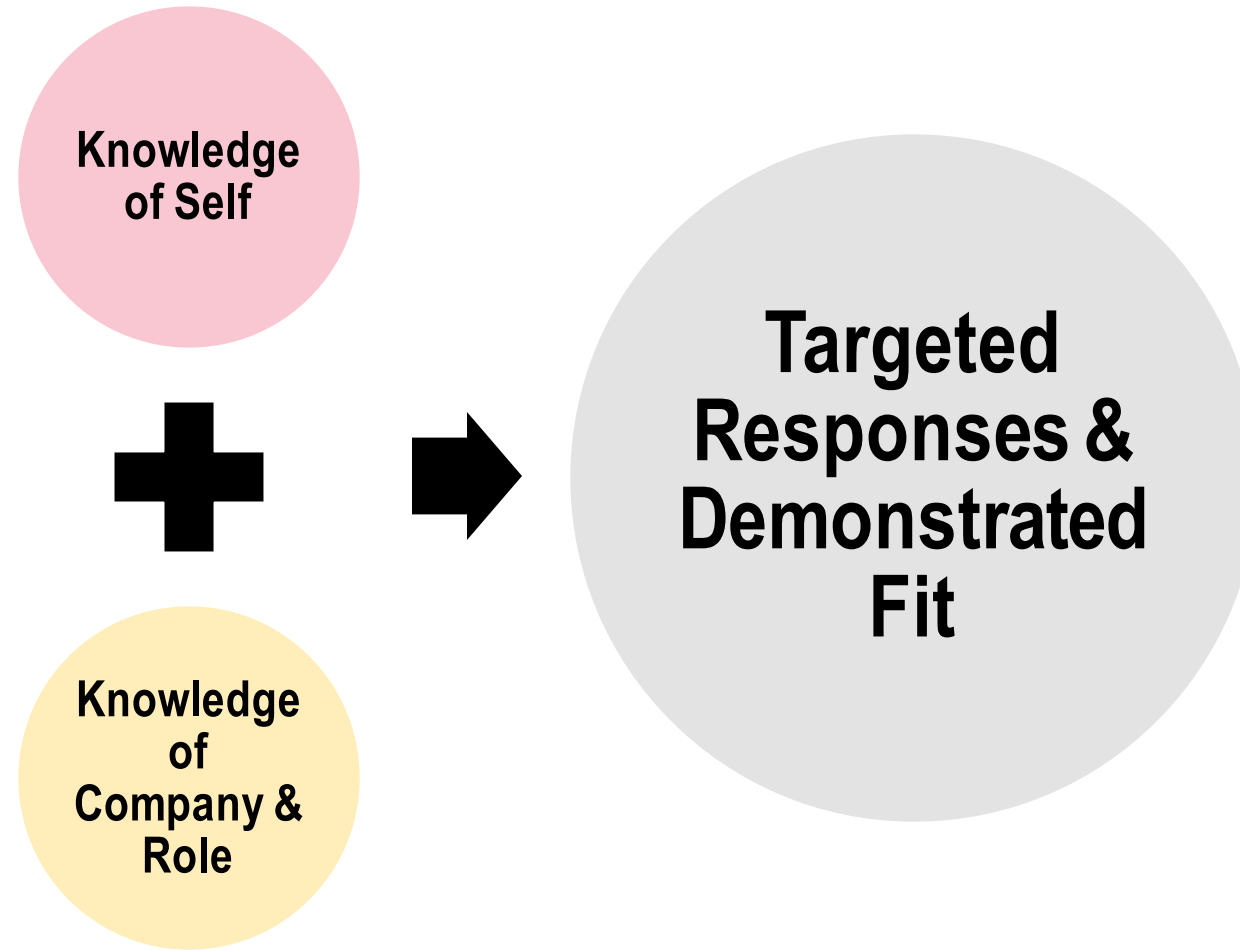
- ❖ What kinds of problems are you good at solving?
- ❖ What personal strengths & skills are most relevant to the work you want?
- ❖ Which of your experiences **SHOW** you can do the job?
- ❖ What values are you committed to in your current and future work?



# Know the Company & the Role



# Bringing it all together...



# Model for “Tell me about yourself?”

- ❖ P = profile
- ❖ A = academic
- ❖ W = work or volunteer
- ❖ S = skills



# BEHAVIOUR-BASED QUESTIONS

Philosophy: What you've done in the past will predict your future behaviours

- Typically will begin with:
  - Tell me about a time when...
  - Give me an example of...
  - Describe a situation in which...





# ★ THE STAR APPROACH

<b>Situation</b>	Background and context
<b>Task</b>	What you needed to do
<b>Action</b>	What you did and how you did it
<b>Result</b>	The outcome of your actions

# An example of how to use the STAR model

**(Situation and Task)** When I worked at ABC Company, I was assigned a task to collaborate with a colleague in the marketing team to finish a web page design. Unfortunately, his deadline expectations were unrealistic for me.

**(Action)** So, I invited him to get together for lunch. I ask him about what his team's needs and their timeline. I repeated what I heard to make sure I understood what he said. Then, I walked him through the steps that I need to take to ensure the project was done accurately and how much time it takes me to complete each step.

**(Result)** Once we had the chance to learn about each other's processes, we had a much better understanding of the timeframes that were realistic. We agreed on a doable timeframe that would help us both meet our goals.



**Regular  
Co-op  
Undergrad  
Masters, PhD, Postdocs  
Alumni  
Employees**



**Job Search Tactics  
Résumé  
Cover Letter  
Interview Prep  
Career Exploration  
Grad School Prep**



**Individual Appointments  
Drop-ins  
Workshops  
Online Resources**

**[uwaterloo.ca/career-action](http://uwaterloo.ca/career-action)**

# Online resources

- CareerHub: <https://careerhub.uwaterloo.ca/>
  - Apply/interview
  - Find work
- WaterlooWorks: <https://waterlooworks.uwaterloo.ca/>
  - Book appointments
  - Register for workshops
- Job search: <https://uwaterloo.ca/career-action/resources/job-search>



# Workshops/Events

- Recorded asynchronous workshops
  - <https://uwaterloo.ca/career-development/workshops-and-events/recorded-sessions>
  - More on LinkedIn, networking, resumes/cover letters, interviews, etc.,
- In-person/online workshops
- Employer Information Sessions

# Individual appointments/Drop-ins

- Career decision making (identifying skills, values, interests, etc.)
- Document preparation (CVs, résumés, cover letters)
- Job search strategies
- Mock interviews
- Further education
- .....



The background is a solid yellow color. It features several thick, colorful geometric shapes and lines. On the left side, there is a red L-shaped bar at the top, a light purple L-shaped bar below it, and a horizontal bar at the bottom composed of a light purple segment on the left and a teal segment on the right. On the right side, there is a vertical blue bar that curves at the bottom, a light purple diagonal bar crossing it, and a red vertical bar at the bottom. The word "QUESTIONS?" is centered in a bold, black, sans-serif font.

**QUESTIONS?**

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## Centre for Career Development

**YOU+WATERLOO**

*Our greatest impact happens together.*