

# WiP THEME: *Telling a Good Story*

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**How do you describe yourself and what you do in a compelling—and concise—way? Having a personal elevator pitch is key to communicating what you do and inspiring others to want to work with you. Here are three ideas for working together to better tell your own story.**

## **1. Host a discussion. Some sample questions you can ask your group:**

- When was the last time you heard about a really great idea, project, or job? What appealed to you in the way it was presented?
- Do you have an elevator pitch already?
- What motivates you about your work?
- Where do you stumble when describing your work and/or projects?
- What do you like most about your work or yourself? How can you express that excitement to others?
- What are words that you find most effective when you hear others use them to describe themselves?

## **2. Work through an activity together.**

- Individually, take five to 10 minutes to jot down answers to these questions (NOTE: These questions can be answered about your current job or about your overall career path or hopes.):
  - What do you do?
  - Why do you do it?
  - What motivates you to do it? What impact do you hope to have?
  - What is most exciting about it to you?
- With these notes, and still individually, spend five minutes writing out a three-to five-sentence “statement of purpose” for yourself.
- Now, everyone find a partner. One person asks the other, “What do you do?” and the other answers with their statement (Don’t read it! Just say it!). The listener gives feedback: one thing they liked, one thing that could be done differently. Switch roles. Repeat. (four minutes total, two minutes on each partner.)
- Everyone find a new partner. Repeat. Continue repeating with new partners for as long as you can. (If you can do this 10 times, wow! The more times each person can say this, the more they can refine it and get comfortable with it. Practice makes perfect!)
- Come back to the full group and share a little about what you noticed or learned.
- Have a few people volunteer to stand up and give their statement right there. Or go around the group with each person saying what they do in one minute or less.

## **3. Invite a speaker to talk about his/her experience. Some ideas of people you can ask:**

- Local TV/radio news reporters. Does anyone in your chapter have connections to TV presenters or on-air talent? They have great experience in telling compelling stories.
- Human resources manager. Can you invite someone you know from HR? Ask them to talk about what they look for in the way potential job candidates describe themselves.
- Ask your chapter for ideas—do they know anyone who is a compelling speaker or storyteller? Pool your connections and identify someone you may already know.

*How did it go? Did you find something worked particularly well or not so well? Did you follow the script or make up your own? What did your group learn? Share your experiences in the Women inPower Facebook group so we can all learn from each other.*