

# *Marketing Yourself:*

*Helping Others*

*Perceive*

*Your Value*

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# ***PEOPLE WHO MARKET THEMSELVES EFFECTIVELY:***

- Understand their own strengths
  
- Have well-developed stories
  
- Are prepared for opportunities to talk about themselves
  
- Are authentic in presenting their abilities and interests
  
- Help others to perceive their value

# ***“TELL ME ABOUT YOURSELF”***

## **Work Summary**

**(2 Minute Elevator Speech)**

I am a Student at ... and will be graduating in ...

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With expertise in (area of interest in school/other job experience)

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My strengths include (KSA's: Knowledge, Skills, and Abilities)

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I am often described as (personal traits)

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In my work, I value (what motivates me)

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# TRANSFERABLE SKILLS

Use this list to assist you in identifying the skills you have learned or developed. Select the 6 skills that best describe you. Add any additional skills you have that you do not see on the list.

## **Communicating**

Corresponding

Drawing

Editing

Facilitating

Interviewing

Listening

Managing conflict

Mediating

Negotiation

Presenting ideas

Public speaking

Relating to customers

Writing

Others:

## **Working with People**

Assessing performance

Coaching

Counseling

Developing

Helping others

Instructing

Motivating

Teaching

Team building

Others:

## **Coordinating**

Cataloging

Correcting

Following up

Recording

Reporting

Scheduling

Others:

## **Financial Skills**

Budgeting

Financial planning

Fund Raising

Managing finances

Others:

## **Managing Data**

Analyzing information

Assessing quality

Computing

Gathering information

Measuring

Research

Setting standards

Taking inventory

Others:

## **Organizing**

Administering

Assigning

Categorizing

Compiled

Setting priorities

Others:

**Managing/Directing**

- Delegating
- Developing procedures
- Directing
- Formulating
- Implementing
- Instructing
- Making decisions
- Managing others
- Managing projects
- Managing tasks
- Others:

**Planning**

- Analyzing
- Conceptualizing
- Designing
- Developing policy
- Developing strategy
- Reviewing
- Surveying
- Others:

**Selling/Marketing**

- Advertising
- Managing sales
- Marketing
- Promoting
- Selling
- Others:

**Serving**

- Working with customers
- Handling complaints
- Responding promptly
- Serving customers
- Others:

**Technical Skills**

- Computer literate
- Designing
- Developing software
- Inventing
- Scientific research
- Programming
- Desktop publishing
- Graphic design
- Others:

**List your top 6 skills:**

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# ASSESSING YOUR PERSONAL CHARACTERISTICS

Each of us possesses certain personal characteristics – or traits – that make us unique and enhance our ability to perform different tasks successfully. Review the list below and select the 6 traits that describe you best.

- |                  |                 |                 |
|------------------|-----------------|-----------------|
| accurate         | enthusiastic    | persuasive      |
| adventurous      | expressive      | physically fit  |
| artistic         | good attitude   | practical       |
| assertive        | hard worker     | productive      |
| challenging      | high standards  | rational        |
| civic-minded     | imaginative     | responsible     |
| committed        | independent     | responsive      |
| communicate well | inquisitive     | self-assured    |
| compassionate    | intelligent     | self-controlled |
| confident        | intuitive       | self-starter    |
| creative         | kind            | sense of humor  |
| curious          | leader          | sensitive       |
| dedicated        | levelheaded     | sociable        |
| dependable       | loyal           | stable          |
| efficient        | original        | tolerant        |
| emotional        | people-oriented | trustworthy     |
| energetic        | perfectionist   | other:          |
| entertaining     | personable      |                 |

List your top 6 characteristics:

_____	_____
_____	_____
_____	_____

# S.O.A.R.

Telling stories is one of the best ways to communicate! When you are successful, it is usually because you are applying your skills and because your personal traits are assets in the task at hand. An analysis (through stories) of your achievements, accomplishments and successes, can help the listener to have a clear picture of your skills and traits.

Describe a **Situation** or problem: \_\_\_\_\_

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What **Obstacles** you had to overcome: \_\_\_\_\_

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What **Actions** you took to overcome the obstacles: \_\_\_\_\_

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What were the **Results** of your actions: \_\_\_\_\_

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