



Karen Mangia's CAREER COMPANION

Success begins with your story. And when you change your conversation, you change your results. The Career Companion will make it easier for you to:

- Elevate & evolve your personal brand
- Differentiate yourself & your strengths with clarity & confidence
- Introduce yourself to a new recruiter, manager, mentor, sponsor or coach
- Prepare for an interview
- Create alignment during annual reviews & career planning conversations
- Ask for what you need to succeed

YOU: In a Few Words

There's one predictable question everyone will ask in an interview or an introduction. **What are your strengths?** Preparation is key to success. The desired outcome of delivering your strengths statement is for your listener to respond with, "Tell me more..."

What are three to five words that uniquely describe you and/or your strengths?

Pro Tip: Practice, practice, practice until sharing your strengths statement is easy and effortless.

Resources: [Free High Five Strengths Test](#). Ask family, friends & colleagues for five words, then scan for consistent themes.

YOU: In a Few Examples

"Tell me more..." is an invitation to illustrate how your strengths correlate with results. The best examples to share are [SMART](#) stories: Specific, Measurable, Achievable, Relevant and Time Bound.

Choose three success stories relevant to your listener that highlight your strengths and your results.

1.

2.

3.

Pro Tip: Your audience moves from interested in you to invested in you when your examples go beyond what you've done to what you can do for them.

Resources: Story sparks for [six stories to tell about your career](#).

YOU: In the Future

Describe what you aspire to or are seeking next in three to five words. Your description could range from a title to a theme to a desired outcome (i.e., a promotion).

Pro Tip: If you lack clarity about a specific title or outcome, that's OK! Think in terms of Education, Experience, & Exposure. What might you want to learn next? What might you want to try next? Who might you want to meet next?

YOU: Make the Ask

As a result of your conversation, your listener is likely to ask, "How can I help?" or, "What questions do you have for me?" Skipping or minimizing your ask is a missed moment of opportunity. We often find it easier to offer help than to ask for help. That's why it's important to...

Draft your ask:

Pro Tip: Example asks are: Could you please introduce me to...? What is the path to my next promotion? Will you sponsor me for...? Could I attend this class / conference? What other roles might be a fit for me given my strengths?

YOU: In a Sentence

The Career Companion is also a conversation template to make networking, brand building, introductions and interviews easier. For example...

My strengths are (*insert your “YOU: In a Few Words” statement above*):

One example of how my strengths correlate with results that would benefit you is (*insert one example from “YOU: in a Few Examples” statement above*):

What I’m seeking next is (*insert your “YOU: In the Future” statement above*):

The reason I want to connect is... /The way I’m hoping you can help is... (*insert your “YOU: Make the Ask” statement above*):

How did the Career Companion empower you to realize results? Share your success story with me at karen@karenmangia.com.

