

every
woman

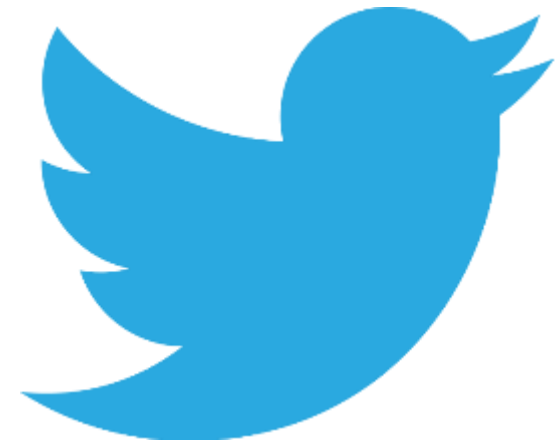
HOW TO TELL YOUR PROFESSIONAL STORY

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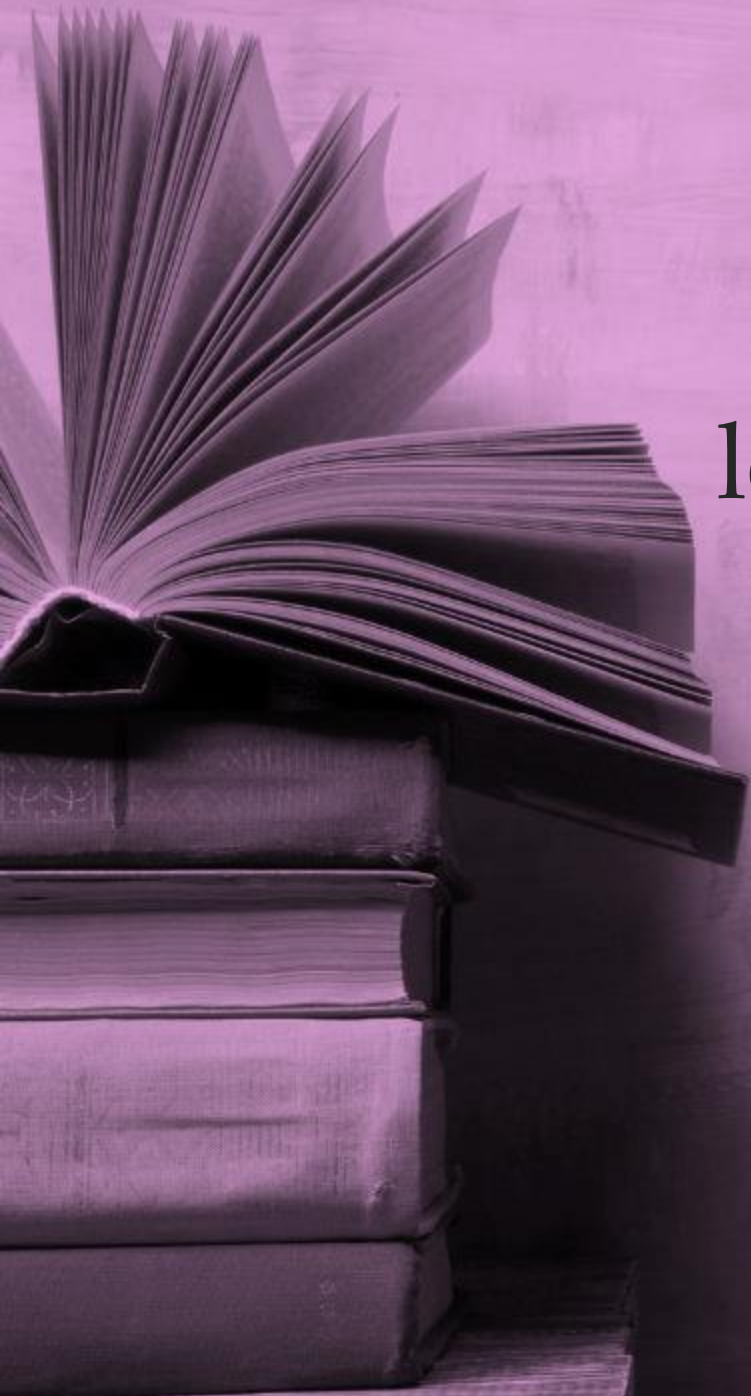
join the conversation:
#ewNetwork



everywoman expert

Pippa Isbell





let me tell you a story...

Poll 1: what is your current situation?

- a. I am returning to work after time out
- b. I am considering a career change
- c. Neither of the above, I'm just interested in story telling at work

taking stock of your professional expertise

- Dig out your career plan and dust it off
- Redo your SWOT analysis
- Work out what has changed in the time you've been away
- Identify any gaps in your knowledge
- Refine your plan and discuss it with your boss
- Ask about the opportunities that are in the pipeline

what is your brand?

“Your brand is what people say about you when you are not in the room.”

Jeff Bezos

what is your brand?

- A simple message that employers, colleagues, clients, customers and other stakeholders will remember
- When they have a need, they will think of you

From 'Brand You'
John Purkiss and David
Royston-Lee



position your brand

- ✓ Be clear about your strengths
- ✓ Develop an area of expertise
- ✓ Build your reputation
- ✓ Take the initiative
- ✓ Exceed expectations
- ✓ Be aware
- ✓ Be a great colleague

recruit brand ambassadors

- Identify the people in your network who can help you
- Be specific about what they can do for you
- Give them key messages to use



develop your professional story

- What sets you apart in your career?
- What is the consistent theme?
- How can you communicate your added value?

Poll 2: which of these statements most resonates with you?

- a. I hate feeling that I'm blowing my own trumpet
- b. I feel comfortable articulating my strengths
- c. I find it hard to connect with new people

develop your professional story

- “I use my expertise at work to...
- My expertise adds value by...
- This helps colleagues or customers to...
- The result is...”

Caroline Dowd-Higgins

top storytelling tips

- Introductions are boring - dive straight in!
- Share a personal story
- Show your listeners a mental movie
- Show, don't tell
- Be very specific about the details
- Include the Spark, the Change and the Takeaway
- End on a high



From Akash Karia
TED Talks Storytelling

story telling

“Make me care”

Andrew Stanton
Pixar

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live your story

- Be clear about the point you want to get across
- Come up with a story that illustrates it
- Be personal and authentic
- Create an experience, involve your listener
- Make them care!

...and the story had a
happy ending!



NEW everywoman app!

everywomanNetwork

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Description

everywomanNetwork members have access to a personal resource that they can access all of the time, with no time constraints, geographical boundaries or logistics to help develop their careers. The everywomanNetwork app is full of bite-sized articles, videos, webinars and workbooks on wide ranging topics from handling difficult conversations, to

[everywoman.com Web Site](#) > [everywomanNetwork Support](#) >

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This app is designed for both iPhone and iPad

Free

Category: [Education](#)

Released: 09 June 2016

Version: 1.0

Size: 2.8 MB

Language: English

Developer: Everywoman Limited

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Rated 4+

Compatibility: Requires iOS 9.0 or later. Compatible with iPhone, iPad, and iPod touch.

Customer Ratings

We have not received enough ratings to display an average for the current version of this application.

Screenshots

iPhone | iPad



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