



WHAT'S YOUR STORY? COMMUNICATING YOUR SKILLS

MARK CAROLINO, CAREER COUNSELOR



TODAY'S AGENDA



KNOWING THE AUDIENCE
(EMPLOYERS)



CRAFTING YOUR STORIES
(STAR STATEMENTS)



TRANSLATING TO RESUMES
AND INTERVIEWS

WARM-UP QUESTION

- 
- What skill(s) have you developed as part of your organization?
- 

WHAT EMPLOYERS WANT

NACE CAREER COMPETENCIES

Communication

Critical Thinking

Leadership

Professionalism

Teamwork

Technical
Proficiency

Inclusivity/Ability
to work with
Diverse groups

"STAR" STATEMENTS

Situation | Task

Action

Result

- Situation – what was your role/where were you working?
- Task – what did you have to accomplish?
- Action – What did you do? Why did you do it that way?
- Result – What happened? What did you learn?

Passive vs. Active Statements

Passive	
Responsible for team meeting.	
Duties included answering phones.	
Able to provide customer service.	

Passive vs. Active Statements

Passive	Active	
Responsible for team meeting.	Coordinated team meetings and activities.	
Duties included answering phones.	Answered busy telephones and directed callers to appropriate person.	
Able to provide customer service.	Provide outstanding customer service.	

Passive vs. Active Resume Statements

Passive	Active	STAR
Responsible for team meetings.	Coordinated team meetings and activities.	Coordinated weekly meetings and activities resulting in increased cooperation among departments.
Duties included answering phones.	Answered busy telephones and directed callers to appropriate person.	Answered high volume of calls professionally and efficiently.
Able to provide customer service.	Provide outstanding customer service.	Provide outstanding customer service; awarded Employee of the Month three times in last year.

CREATE YOUR OWN STAR STATEMENT

1. Choose a strength that you have developed
 1. Example: public speaking
2. A **situation** where you used this strength and the **task** you had to accomplish
 1. As a Career Counselor I had to create and present to student leaders about highlighting their skills.
3. How you put the strength into **action**
 1. Collaborated with Student Leadership & Involvement Center colleague to develop and present a new workshop to student leaders about their leadership skills.
4. What was the **result**?
 1. The participants were actively involved in the presentation and were better able to give concrete examples of their skills.

TYPES OF INTERVIEW QUESTIONS

Behavioral – using examples/stories to show your skills/abilities

- “Tell me about a time when you had to change your approach to a problem.”
- “Describe a time where you managed numerous responsibilities? What strategies did you use?”
- “How do you deal with challenging situations with customers/clients?”

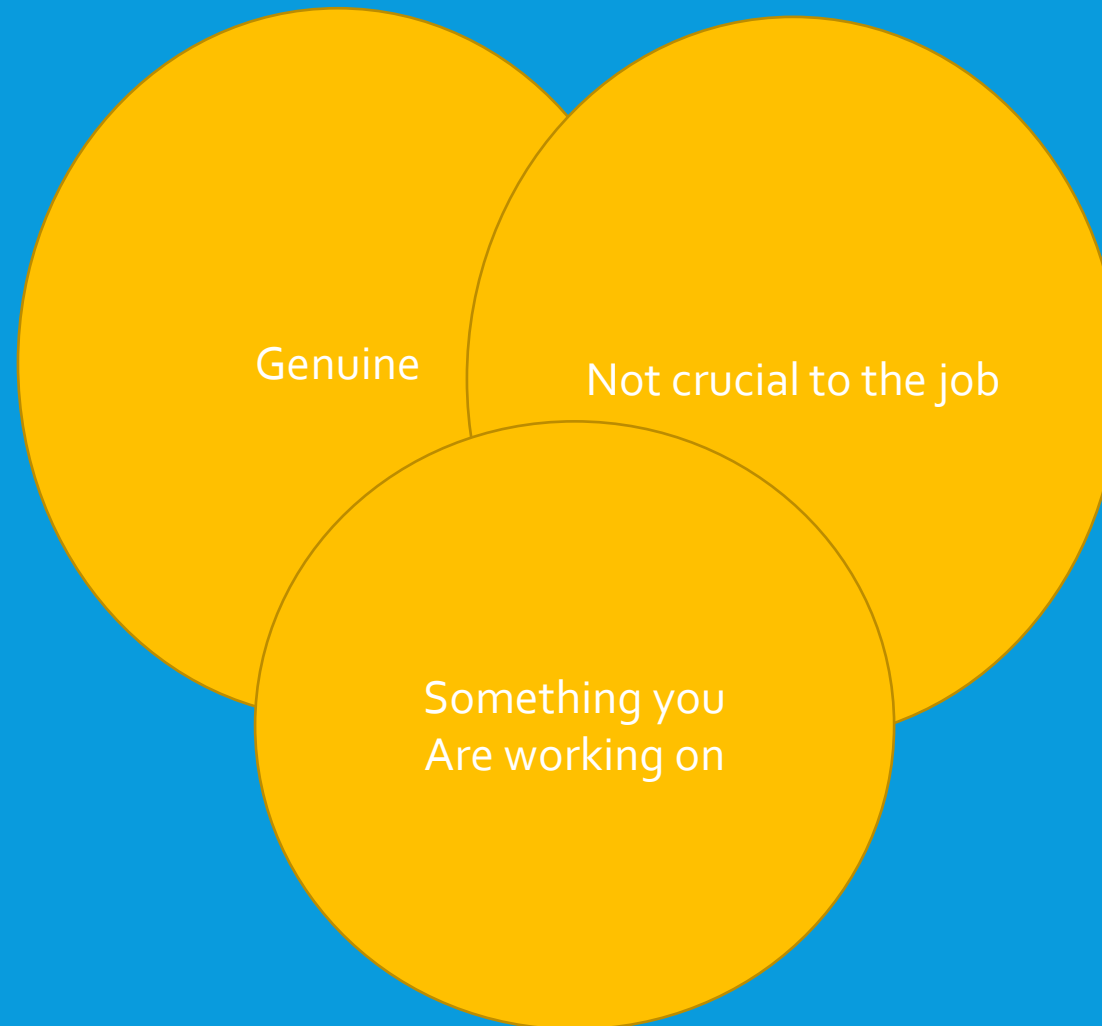
Open-ended

- “Tell me about yourself.”
- “Why are you interested in working here?”
- What are your strengths? Weaknesses?

Technical or Situational Questions

- What would you do if a manager asked you to perform a task you've never done before?
- What is your approach to working with large sets of data?
- Determine the angle between the hour and minute hands of a clock given a specific time.

THE WEAKNESS QUESTION – FINDING A BALANCED RESPONSE



WHAT IS A WEAKNESS YOU ARE WORKING ON?

1. Choose a weakness that you are working on
 1. Example: public speaking
2. Describe a strategy you are using to improve
 1. Focusing more time on preparation, and engaging the audience
3. A **situation** where you used this strategy
 1. Presenting an Interviewing Webinar for the Career Center
4. How you put the strategy into **action**
 1. I prepared my materials 2 weeks and practiced so I knew my material. I also included interactive activities that kept the audience engaged, allowed me to hear from them, and limited the time that I had to speak
5. What was the **result**?
 1. The participants were actively involved in the presentation and provided positive survey feedback.



[Big Interview.com](https://www.biginterview.com)



Counseling Appointments

Mock Interviews

Resume/Cover Letter Review

Job Search strategies



[Career Guide PDF](#) for resume and cover letter examples

CAREER CENTER INTERVIEW RESOURCES

HANDSHAKE

Handshake: www.csusm.edu/careers

On-campus | Off-campus | Part-time | Full-time



Use Handshake to:

- **Make an Appointment with a Career Counselor!**
- **Search for Jobs!**
- **Sign-up / RSVP for Events! (Coming Soon!)**
- **Resume and Cover Letter Critique!**



REACH OUT!



- Mark Carolino
- mcarolino@csusm.edu
- csusm.edu/careers