



3 TIPS FOR LANDING A GOOD-FIT ROLE

Use these tips to create a more compelling and memorable impression.



MASTERING
THE POWER
SKILLS

TIP

HOW

EXAMPLES

1. Reframe your Achilles heel into an asset.

- ✓ Identify a possible weakness.
- ✓ Proactively own it before others do.
- ✓ But reframe it as a plus.

- Quiet demeanor > builds relationships while still being firm.
- Early in career > fast and agile learner who keeps on growing.

2. Substitute vivid words and phrases for old, tired clichés.

- ✓ Use a thesaurus to find good substitutes.
- ✓ Describe the special way the cliché applies to you.
- ✓ Use an analogy (a more easily understood circumstance) to illustrate your unique skill or value.

- Collaborative > collegial or gets everyone on the same page.
- I'm the type of strategic thinker who anticipates shifts in the market and how to get ahead of them.
- I act as a translator to help different parts of the company understand each other and reach agreement.

3. Find one mildly humorous way of describing yourself.

- ✓ No need for broad humor.
- ✓ It's the unexpected element that creates the favorable impression.
- ✓ Go for quirky or slightly self-deprecating.

- At heart, I'm just a nerd about science.
- I'm such a traveler that my team took a picture of the holes in the soles of my shoes.