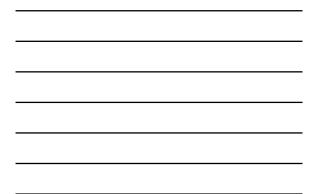


Agenda

- · The importance of successful interactions
- · The five secrets of successful interactions
- · Case study
- · Developing your own talking points for success
- · A sampling of job opportunities







The Five Secrets of Successful Interactions • Storytelling • Elevator pitch

Listening



Getting buy-inGetting to yes

Why Telling Your Story is So Important

- · First impressions can mean everything
- · Limited time to make a pitch
- Importance of conveying your value
- It is really a sales pitch for you or your work
- Concise storytelling is a hallmark of successful people
- People remember stories
- Your story is your unique brand

Storytelling



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- Engage and excite the involvement of listeners
- Develop information center/library stories to support the work you do
- Testimonials

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Elevator Pitch

- 30 seconds
- · Know it by heart
- Say it with passion



-1 1

- Be prepared to expand on it, and don't count on it as your only tool
- Fantastic Formulas for Composing Elevator Speeches <u>http://bit.ly/fN8q0v</u>

Listening

"Listening to what customers, competitors and experts are saying can be a much more productive social networking tactic than

promoting your library through blogs, tweets and the like." "Listening: The Fast Track



•8

to Social Networking?" by Bill French. Information Outlook, April/May 2010, p. 15.

Getting Buy-In

- Stay informed of topics and trends of interest to senior executives
- Become an expert on these topics and always be ready to share valuable information



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- Be visible/seen/heard from regularly
- Be the link to outside and inside expertise

Getting to Yes



With decision makers (employers/clients, etc.)

- Demonstrate your value (how you can positively affect the bottom line)
- Consistently obtain buy-in
- · See the world through their eyes (not yours)
- Adapt to reality (don't try to change the world)

Case Study: Successful Interactions Leigh Montgomery's Talking Points

Situation/ Interaction	Leigh's Talking Points
Leigh's Story	I was recruited for a position in the MONITOR's library after I finished
Leigh's 30 second elevator pitch	Librarians/Info Pros should have several of elevator pitches, depending on the
What Leigh listens for	This is an interesting and complex question. As an information professional in a
How Leigh gets buy-in	I set quarterly goals and I'm asked to suggest three to five goals to accomplish
How Leigh gets to "Yes"	"Yes" these days is more like: not "No." I do get this with most things and not others
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Leigh Montgomery's Story

Overview:

Summarizes where Leigh has been in her career

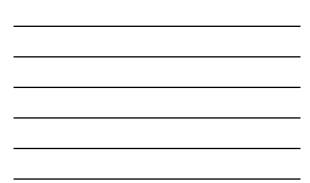
Enumerates what jobs/tasks Leigh has performed

Emphasizes Leigh's skills

Highlights Leigh's accomplishments

Details what value Leigh can offer any organization

Provides a good idea of what Leigh brings to any situation



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Telling Your Story: Five Secrets for Successful Career Growth and Advancement

Leigh Montgomery's Story	
Specifics:	
Possesses extensive research skills	
Writes and communicates well	
Possesses teaching skill and experience	
High achiever	
Quick learner	
Goes outside comfort zone	
0	●13

Leigh Montgomery's Story		
Specifics: (Continued)		
Versatile		
Self starter		
Embraces change		
Positive attitude		
Active in professional organizations		
An "experience" collector		
•	14	



Has several elevator pitches depending on audience/situation

Prefers elevator "pitch" over "speech" because it is a sales job

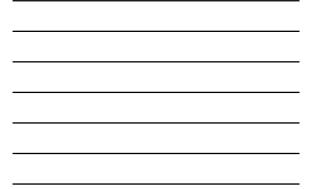
Sees elevator pitch as "elevating" your profile or self

Should be casual/conversational to start conversation

Uses elevator pitch during meeting introductions

Often begins elevator pitch with a question

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Telling Your Story: Five Secrets for Successful Career Growth and Advancement

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What Leigh Montgomery Listens For

Looks for common aspirations in digital and quality journalism Listens for patterns in how management uses the information and learns what's important to them

Listening carefully tells Leigh what is OK and not OK to do

Leigh listens for subtle but important phrases

Listens for books and articles admired or endorsed by management

How Leigh Montgomery Gets Buy-In

Leigh sets quarterly goals aligned with her manager's goals

Leigh looks for opportunities to motivate her, apply her abilities and support company objectives Leigh communicates what she's done and quantifies her achievements

Leigh tries to provide examples where a librarian has made a difference

Leigh always maintains revenue streams as a goal

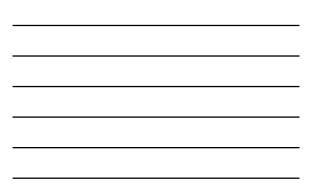
How Leigh Montgomery Gets to "Yes" Leigh says, these days, "yes" is more like "not no" Holds quarterly meetings with management to review results of the previous quarter Quantifies everything = management's preference Leigh and manager review best performing items, what she is proudest of, where she's applied technology innovatively and new clients and changes to the electronic portfolio She's always able to articulate what something is and why they are paying "\$X" for it Leigh's objective is for clear and descriptive communication

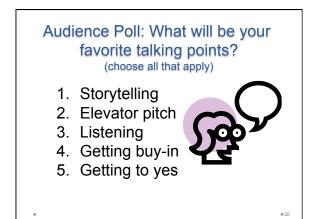
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	ful Interactions: alking Points	
Situation/ Interaction	Your Talking Points	
Your Story		
Your 30 second elevator pitch		
What you listen for		
How you get buy-in		
How you get to "Yes"		
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A Sampling of Job Titles for Recent Grads and Our Colleagues

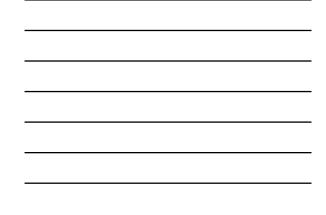
- Business Development Manager at Geneca
- Human Factors Engineer, Intel Corp.
- Information Architect

.

- Information Specialist, National Center for Patient Safety
- Knowledge Manager, Freedom from Hunger
- Library Partnerships Manager, Google Book Search
- Metrics Manager, Global Consumer Design, Whirlpool
- Project Manager, The SoftAd Group
- User Experience Researcher, Microsoft Corp.
- User-Interface Designer, Lockheed Martin
- Web Production Assistant, Adobe Systems

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A Sampling of Job Titles and Sources		
You May Not Have Considered		
 Museum Curator 	 <u>http://www.jobsfed.com/</u> 	
 Library Research Consultant 	<u>http://jobsearch.monster.com/</u>	
 Sharepoint Power User 	<u>http://www.net-temps.com/</u>	
 Web Applications Developer 	<u>http://job-hunt.indeed.com/</u>	
 Publications Director 	<u>http://www.jobcentral.org/</u>	
 Document Logistics Manager 	<u>http://</u> careers.peopleclick.com/ •22	



Audience Poll: Which job titles are most appealing to you? (choose all that apply)

- 1. Museum Curator
- 2. Library Research Consultant
- 3. Sharepoint Power User
- 4. Web Applications Developer
- 5. Publications Director
- 6. Document Logistics Manager



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Summary of What We've Learned in this Series

- 1. There are no excuses
- 2. 33 critical skills for career advancement
- 3. Six ways to acquire new skills
- 4. New ways to overcome adversity
- 5. How to develop a dynamite resume
- 6. The value of networking
- 7. How to become a front runner
- 8. Invest in yourself
- 9. Five secrets of successful interactions
- 10. How to develop your talking points

Audience Poll: What is your most important takeaway from these webinars? (choose all that apply)

- 1. There are no excuses
- 2. The importance of having the right skills
- 3. Strategies for acquiring new skills
- 4. Value of networking
- 5. Need to invest in yourself
- 6. Tips for developing a dynamite resume
- 7. How to become a Front Runner
- 8. Case studies of successful librarians/info pros
- 9. Secrets of successful interactions
- 10. Great follow up resources

Homework Assignment: Readings and Exercises

- Investigate two or three areas/associations for career changing/job opportunities
- "How Do You Prove Your Worth" Jill Strand. *Information Outlook*. Dec 2011. Vol. 15, Iss. 8; pp. 28-29.
- "10 Questions: Julie Takata." Stuart Hales. Information Outlook. Dec 2010. Vol. 14, Iss. 8; pp. 17-21. [case study]
- "Information Pro as Storyteller For Staff, Patrons, Management." Debbie Schachter. *Information Outlook*, Feb 2008. Vol. 12, Iss. 2; pp. 28-29.
- Coping with Continual Motion http://bit.ly/edd6Cf

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What's Next? Stay in touch! Please join our Career Sustainability Group on LinkedIn http://linkd.in/pqkjzp

Deb and David also provide: •Workshops/seminars •Customized career coaching, resume writing, mentoring



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Contact Us: Join our mailing list to more learn about our upcoming workshops, coaching services, publications and discussion groups. dhunt@information-edge.com / dgrossman@cityofmillvalley.org



