



MENTOR•HER

YOUR PERSONAL PITCH

HOW TO SELL YOURSELF TO
EMPLOYERS

PUBLISHED ON
WEEK FIVE

FOR
CLIMBING THE CORPORATE
LADDER

INTRODUCTION

Welcome to Week Five of the Mentor Her Programme. After Week Three, on making a plan and identifying your next steps in your career progression, last week showed you ways in which you can market yourself online through LinkedIn and Twitter to attract that next connection. You might know the *how* you can show yourself off online, but what aspects of your personal pitch do you want to get across to your followers? This week we're focused on developing your Personal Pitch both online and offline so that you can become attractive to decision makers when they're looking for the right person for the next big opportunity.

Whether you're sending emails trying to get interviews for your first job, attempting to get to the next step in your career through networking or elevating your profile online, your pitch is the way you're going to get ahead.

Your personal pitch is the culmination of your uniqueness, of why you're the best at your job and why you're going to get ahead. It can be used across a variety of platforms from interviews to online networking. To demonstrate why you're the best person at your job, we need to identify what makes you stand out from the crowd.

Whatever type of career you're pursuing, in marketing, sales, leadership or management- whether you're working yourself up in a company you already have a position in, or you're looking to advance in an industry as a whole- the most important thing is to put your best self forward. There are a lot of people out there just like you, who want to follow their dream and their passion. You might be competing with some of these people in job interviews. So you need to be the woman who's unique and memorable, that has a characteristic that nobody else has. So, we need to ask the question:

WHAT WILL MAKE YOU STAND OUT FROM THE CROWD?

When you're running a business, a term you hear quite often is "Unique Selling Point". That's the identifier that customers, competitors and investors use to single businesses out from a crowd and understand what they're offering that **nobody** else is.

As a woman climbing the corporate ladder, your personal brand is the most important aspect across a variety of factors that will allow you to get ahead- this all about **you**.

So, what makes you different? Have a look at the questions below and do some self reflecting. The aim of this week is to identify your uniqueness, a combination of:

YOUR PERSONALITY

YOUR EXPERIENCE

YOUR STYLE

YOUR WORK ETHIC

YOUR PITCH

Your pitch is the reason you're different from everybody else. But it's important to understand what aspects of your personality you want to show off online compared to in person. When finding that uniqueness within yourself, you should maintain different personal pitches that you can adjust depending on who you're speaking to. You might say something online, like sharing an anecdote or opinion on Twitter or LinkedIn, but it's important to remember that demonstrating this in an interview might not be appropriate. Keep in mind that when you're designing a personal pitch to present your best self in interviews, people who are hiring you have to fill out reports about the way you behave and why you'll be a good fit for the job. They want to ensure that when they're hiring you, they're making a good decision for the company that will cause only positive results. If you have the opportunity to, always demonstrate past results and experiences that can be easily transferable into interview notes, so that your profile stands out when someone is reviewing your application after the interview.

YOUR PERSONALITY

In interviews and online, your personality is a pivotal point in impressing your possible employers. You want to nurture the personality aspects that are important in your industry or your job title. Whether you need to be charismatic for a sales job or enthusiastically bursting with ideas to make a marketing plan, a kind and understanding person as a Human Resource representative or a level-headed, reasoning mind as a financial controller. Consider what aspects of your personality are already strong and which ones best suit your job title. When you identify what personality traits you have that may be different or unique from other people, or allow you to do a job to the best possible standard, you can play into them in interviews to secure jobs and present yourself as the ideal candidate. If you don't know what kind of personality traits you have, think about the way your friends might describe you; or how a stranger might describe you after meeting you one evening. Are you approachable, friendly, and full of smiles? Are you confident, mature, thoughtful, opinionated and easy to get along with? Have a think about all the personality traits you have and ways that you can demonstrate these both in a personal setting and in your personal branding online.



YOUR PITCH

YOUR BACKGROUND/EXPERIENCE

One of the most important things when you're trying to move up the corporate ladder by advancing to the next level, is to demonstrate experience. Obviously, the easiest way to do this is to have a resume full of job titles where you have excelled, a career of achieving results and five-star references from Ireland's biggest names in business.



But, if you're just starting out, or just starting back to advancing your career after Covid-19, you might not have recent experience to hand. But all is not lost: your background can be a good indicator of who you are as an employee, without the experience you feel you may be lacking. Your background might be something as simple as a childhood experience growing up. Maybe you've received an award or certificate for Best Customer Service in your first job during college, or you can demonstrate your results-driven mindset at a young age by recalling your transition year internship. Your past work experience might show a great attention to detail, a lot of much-needed confidence to speak in front of crowds, or a thoughtful approach to your work. If you have a degree or diploma, that might not fit the job title you're seeking, think about how you can turn it around so it demonstrates something unique about you. You might have an English degree, but you want to achieve a career in Marketing. Maybe your time in college gave you experience in writing copy and understanding the psychology of certain texts. In the absence of this, maybe you have a few good stories that can prove the traits you want to promote to a possible employer. Whether that's your logical and organised planning when you insisted on an hourly itinerary for a backpacking trip in Europe three years ago. Or years of being the personable friend who likes to de-escalate arguments and provide solutions. Depending on what platform your pitching to, whether that's an online anecdote or a formal interview process, consider what pieces of your background and experience are relevant to mention.

ALL ABOUT YOU

YOUR STYLE

Just like your personality and your background, your style of work is a big factor in making you stand out from the crowd. Of all the Marketing Managers in the world, what do you provide that's different? As a Sales Executive, how can you make more sales above others?

Maybe your style is your ability to come up with ideas that are outside of the box, present results in a clear and stylish presentation, talk someone into making a sale even if they were absolutely opposed to it at the start of a phone call.

By identifying a certain style in the way you do things, you can use it across your personal brand and become the go-to woman for the job. You'll find more and more opportunities in your career this way, when people say: "You know Mary, she's the sales assistant that can explain software in an easily understandable way to help the marketing team," or "We need a strategic mind to head up this project, Jane would be perfect." By demonstrating your style across your work, your online persona or day-to-day personality, you'll stand out against other people who are also as ambitious as you in getting ahead. So consider this question: drawing from your personality and experience-what kind of style do you have when you're working? What kind of style speaks loudly about your persona? How can you expand on that to capture the attention of more employers looking for the perfect employee?



If you're having trouble realising your work style, consider things that have been written or said about you by your team mates or higher ups in references or reviews. What seems to be a recurring theme in the evaluation of your contribution to the team? How would your manager describe you? How would your colleagues describe you? What were you seen as being the go-to woman for in your past and present job roles? This is where you'll find your style.

ALL ABOUT YOU



YOUR WORK ETHIC

Lastly, the biggest thing that will make you stand out from the crowd in any job is your work ethic.

How you behave when you've been given a job is a big decider on whether people like you, and if they will hire you for more projects. Unlike your personality, background and style that's personal and unique to you; there is a globally recognized standard for work ethic that works. Whatever type of career you're pursuing, professionalism is always very much appreciated. The easier you make peoples' lives, the more success you'll find for yourself. A few easy identifiers of a good work ethic is like any other job: always show up on time, always respond to people's emails immediately, be level-headed and easy to get along with, dress smart when you need to and develop good conversational skills.

The biggest lesson we've learned from talking to our Mentors on the programme who have grown their dream into a full-on career is to hustle hard and work your ass off. When you're just starting out, it's useful to remember that when you have a job to do, and people ask you to do a little bit extra, you should probably do it, to demonstrate you're dedicated to the job. If you're not willing to sacrifice a bit of time and maybe even a bit of money to get ahead, they'll find someone who does. So stay the extra hour after your job is over, take on the extra project, help someone out and show that you're a determined woman who's ready to get ahead in your career.

Final Week



MENTOR•HER

KEYS TO CONFIDENCE

ENDING WITH A BANG!
GETTING EXCITED TO MOVE
FORWARD

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WEEK SIX

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