

## Describing yourself and how you want others to see you.

Whether it be social gatherings, business dealings or interviews, we are frequently placed in positions where others enquire about us and what we do. In a formal situation, this can cause some stress. It is interesting that when asked about ourselves, we give replies about our jobs rather than our personality, interests and experiences. This can explain why people made redundant can be at a loss sometimes.

You can give a much better reply if it has been prepared. Your delivery will be assertive and confident. Equally, going through the exercise can help you reflect about yourself and your daily life. Imagine you are in a lift and you have to describe yourself to a stranger in the time taken to go between floors. This is your **elevator pitch**.

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**Your profile.** In 30-40 words, say what you do, what you do in an average day and your achievements. Imagine you are trying to tell a complete stranger what you do and he/she has no idea of your area of expertise.

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**Case Study Version 1** “I am an image consultant. My clients are young professional men and women. They come to me for a one hour 3-hour consultation to help them get ahead in their career or their social life. I go through every conceivable aspect of their image, suggest what they could do to improve it. And as a result, they usually get the interview, move up the ladder, change careers or find a great social life.” (74 words)

**Case-study Version 2** “I am an image consultant and I have a special way of helping people discover changes, which would alter the way they come across to others, and in doing so, improve their chances of doing what they really want to do and getting to where they really want to be.” (49 words)

**Case-study Version 3** “I am an image consultant. In a 3-hour consultation, I help people identify the changes they could make which effect how they come across in their personal and professional lives.”

### Applications.

- Being more concise in drafting reports, applications, CVs, letters and emails.
- More effective presentations.
- More effective contributions in meetings and appraisals.
- Focusing on the real issues when dealing with clients and colleagues.
- More effective articulation of views at home and social events.
- Tighter answers at interview.

