

60 Second Commercial

Use this strategy to answer the interview question “tell me about yourself”, to network at a professional event or to mingle at a party.

The 60 Second Commercial is an advertisement of yourself. You have one minute to explain yourself, your experience, your goals and passions. Be sure to keep it career-related and avoid personal information (where you were born, relationship status, how many children you have, etc.).

- Who are you/Where are you now? (Current job: position description, industry, management, etc.; Education: school, location, degree. Recent grads may focus more on Education. What do you want the employer to remember most about you?)

- Where have you been? (Experience: relevant work experience, internships, leadership experience, related projects, major accomplishments, etc. How have you made an impact? What makes you unique? What sets you apart from the competition?)

- Where are you going? /How can you be of assistance to their organization? (Career Objective/Future Goals. How will you add value to their organization?)

EXAMPLE

- Corporate communication manager at Harley Davidson leading a team of 3 specialists
- Prepare all speeches, presentations and communication for company president, serve on Benefits Advisory committee for company, serve on Board of Directors for Big Brothers/Big Sisters
- Seeking Director of Corporate Communications position, offering 10+ years of corporate communications experience and leadership