STORY STASH

Find stories that illustrate your:

1) Successes, impact, when you made a difference
2) Issues you recognized and addressed
3) Opportunities you recognized and acted on
4) Disasters you helped avoid or quickly clean up
5) Problems you solved
6) Processes you improved
7) Situations when you reduced something: expenses/waste
8) Situations when you improved something: profits/workplace/morale
9) Times when you failed and the lessons you learned
10) Other skills desirable by your target employers – what does the job require?

Story Stash Tips:

1) Start by listing the tasks and responsibilities at your current job and your past jobs (up to 10 years). Use your **Brag Book** for inspiration. If possible, read the job descriptions from when you were hired – did you do more than what was required?
2) Use documents for inspiration – your contract, performance reviews, and emails between you and your boss or team members about your performance or impact.
3) Look at jobs that interest you and find the key words and phrases – what skills are they looking for? Do you have stories that illustrate those skills?
4) The stories can be big or small – anything from solving a disagreement between coworkers to dealing with a customer complaint – it all counts, as long as it showcases your skills
5) Use stories to anticipate objections – why wouldn't someone want to hire you?
   a) Answer those objections with a story. For example, if you don't have a lot of experience, you can tell a story about how you're a fast learner

The SAR Method for Storytelling

1) SAR Method: *(Great for open-ended job interview questions like: "Tell me about …" "What do you do when …" "Give me an example of …")*
   a) **Situation**: Describe the situation you were in, the problem you needed to solve, the challenge to overcome
   b) **Action**: What did you do and how did you do it?
   c) **Results**: What were the outcomes and the impact (on the company/you)?

2) Include quantifiable numbers, percentages, metrics, data, or anything that will quantify and support your results.
   a) You want to *show*, not *tell* that you are an effective employee
   b) Saved money/time, improved employee morale/customer satisfaction
3) Now put it together:
   a) "I help ____ achieve ____ by doing ____"
      i) NO: "I'm a social media manager"
      ii) YES: "I help companies increase their social engagement at least 20% by creating viral marketing campaigns."

How to Find Quantifiable Measures
1) Read this helpful article about finding quantifiable measures
2) Review your career accomplishments
3) Ask yourself, *"How was my performance at this job measured?"* What metrics or results were important? What were the time frames for your projects?
4) Then, ask *how many*, *how much*, *how long*, *how often*?
   a) An estimate or range is ok, it doesn't have to be precise
   b) NO: "Answered phone calls at the front desk" *How many calls?*
   c) YES: "Handled 100+ phone calls/day, relaying messages for 25 employees"
5) Here are some ideas to get you going: reduced turnover, increased click-through rates, percentage of pitches you closed, number of customers you helped, size of the budgets/projects you managed, project completion rates, amount of money you raised
6) If you saved money or time, that is an important quantifiable measure
   a) Measure how much money/time you saved for your employer
   b) NO: "Started a new filing system"
   c) YES: "Initiated a new filing system, efficiently saving 10 hours/week in administrative duties"
7) Use action words with your quantifiable measures:
   a) "Created," "eliminated," "saved," "increased," "generated," "dispatched," "mobilized," "spearheaded," "transformed," "mentored," "oversaw"
   b) Find 400+ action words here, and more useful action words here
8) Use ChatGPT for help too. Choose a SAR story and type in this prompt:
   a) "Can you help me find quantifiable measures for bullet points for my resume based on the following story: [copy + paste your SAR story]?"
   b) To enter a line break in ChatGPT, hit SHIFT + ENTER (if you just hit enter, it will submit your query).
   c) You can click "Regenerate" and/or modify your query to get different results.
   d) Here's my Chat GPT query and response based on a SAR story from a job I had after college.