

90 Second Commercial or Response to “Tell me about yourself”

A common question asked in interviews, typically at the beginning, often the ice breaker. This open-ended question where the interviewer is not asking for specifics is an opportunity for you to immediately engage the conversation with your strengths and value relevant to the needs of the position. It's best to prepare what you want to say for each interview.

As you create your “90-Second Commercial” – your response to “Tell me about yourself” consider:

- What is my personal brand - How do I want to be known / recognized?
- Which of my strengths are relevant for this position?
- What value do I bring to organizations?
- Which of my accomplishments best demonstrate my relevant strengths/value?
- What jobs in my career support the type of position I am interviewing for?

90-Second Commercial Worksheet

Branding Statement/Target Position: I'm a <i>(functional job title - branding)</i> with expertise in <i>(function/industry)</i> . My key strengths include <i>(top strengths)</i> .	
Most Recent Position: My most recent position was <i>(job title & company name)</i> where I was responsible for <i>(job functions)</i> . While I was there I <i>(share 1-2 accomplishments)</i> .	
Career History: My career history includes <i>(previous organizations & positions)</i> . Another example of how I use my strengths is <i>(share 1-2 accomplishments)</i> .	
Reason for Leaving: (optional)	
Future Focus: My future goals include/I am currently exploring <i>(target position)</i> where I can use my <i>(re-state strengths)</i> .	

NOTE: You need NOT use the exact wording above; rather, in your own words, succinctly capture important information that highlights the strengths, expertise, and value you provide to the hiring organization.

Example #1

Branding Statement/Target Position	I am a Senior IT professional with expertise in project management, systems architecture and application development. I have strong organizational and team building skills, which help me to develop creative solutions under pressure.
Most Recent Position	<p>Most recently, I've been working at XXX Telecom as a Senior Technical Systems Manager, where I led a team of 4 engineers in the design, development and implementation of leading edge network switches. I also managed the departmental budget, maintained system uptime to meet corporate standards and interfaced with senior management, keeping them apprised of project status.</p> <p>While I was there, I met or exceeded goals on 3 projects, completing them ahead of deadline and under budget by an average of 5%.</p> <p>I also implemented best business practices, reducing staffing by 11% and increasing customer satisfaction ratings by 16%.</p>
Career History	<p>My career includes 4 years at TT.com as a Senior Systems Engineer and 3 years at WW International as a Systems Engineer.</p> <p>I used my organizational and team leading strengths on the XYZ project, where we were 2 weeks behind schedule and in danger of missing contract deadlines for a \$1.5M project. I was asked to assume the team leader position and get the project back on schedule. I immediately developed a project spreadsheet outlining the status of all components on the project, identified project slippage, gathered the team and brought them up to date, instilled pride in meeting deadlines, assigned new work priorities, and ultimately met the project deadline.</p>
Future Focus	I'm currently exploring IT opportunities where I can utilize my organization and teambuilding skills in a lead role to design, develop, and implement creative solutions to product problems.

Example #2

Branding Statement/Target Position	I'm an Administrative professional with demonstrated success in office management, event planning and presentations. My top strengths include organization, diplomacy and creativity.
Most Recent Position	<p>In my last position, as Senior Administrative Assistant supporting the Vice President of Marketing for XYZ Film Production Company, I planned opening events for 500 to 1,000 participants, created PowerPoint presentations incorporating animation, video and sound, and met the administrative needs of a marketing staff of 10.</p> <p>One accomplishment I am proud of is that I re-negotiated a longstanding vendor contract, saving \$12,000.</p> <p>I also creatively arranged events using less floor space, significantly reducing venue costs.</p>
Career History	I actually began my career as an Administrative Assistant for the marketing team of a small plastics manufacturer. Within 9 months, I was promoted to Senior Administrative Assistant and managed another administrator hired to fill my previous position. In this role, I organized and led 5 successful special events that increased corporate visibility in the community.
Reason for Leaving (optional)	To increase capital resources, the company decided to sell to an international conglomerate and many departments were consolidated with others, including Marketing.
Future Focus	I'm very proud of my contributions at XYZ, and look forward to contributing my strengths in organization, diplomacy and creativity to your company.