

Creating Your Career Story for Your Job Search



SERVICING THE ENGLISH-SPEAKING COMMUNITY FOR ALMOST 25 YEARS



Our Mission

- As a not-for-profit organisation, YES enriches the community by providing English language support services to help Quebecers find employment and start and grow businesses.

Successful futures start with



Partnering with McGill's Internship Offices Network



Introduction

- YES
 - Non-profit
 - In existence for 20+ years
 - 3 departments: Entrepreneurship, Artist and Job Search
- Everybody loves a good story.
- Your career story is part of your personal brand

Definition of a Career Story

(from the website Workbloom)

“A “Career Story” is nothing more than a narrative about your professional life that tells the listener some highlights about why you have chosen your career path and where you hope to take it.”

Example of a Long Career Story

- From my childhood years spent scribbling down three-paragraph fairy tales in my blanket fort to graduating from an intensive writing University program in Montreal, I've always been a storyteller at heart. I am a member of the Quebec Writers' Federation where I attend many storytelling workshops. When it came to my career, there was no doubt in my mind that writing and storytelling had to play a key role.
- I had 2 [internships](#) that helped me hone my writing skills — one in Technical Writing (where I worked with stakeholders to produce engaging instructional videos for the organization), and one in Copywriting (where I wrote creative copy, which resulted in an increase in readership). I would say that this is my greatest work achievement to date.
- For my first full-time position, though, I would like to get closer to my storytelling roots. (about 1 mins 19 secs)



Example of a Short Career Story

- I started out answering phones as a part time job. When things needed doing, I did them. I got interested in accounting, got a degree at the local community college, did an internship and now I'm a finance manager at that company.

Why a Career Story is Important

- Research confirms the importance of narrative in cover letters, interviews, networking events, informational interviews etc.
- Stories are memorable, therefore you will be memorable
- It could increase your chances of landing a job.
- It's the fastest and easiest way for someone to get to know you
- It will give you confidence
- Shopify asks that candidates be ready to tell their story during the interview process

Difference Between a Career Story and an Elevator Pitch

Career Story	Elevator Pitch
<ul style="list-style-type: none">• Natural flow	<ul style="list-style-type: none">• “Salesy” (you are pitching yourself)
<ul style="list-style-type: none">• Easier to follow	<ul style="list-style-type: none">• There is a Call to Action
<ul style="list-style-type: none">• More powerful	<ul style="list-style-type: none">• There is an agenda

**You will be writing
your short career story
today!**

Outline for Your Short Career Story

- **Beginning** (decide on a starting point)
- **Middle** (experiences, key words)
- **Ending** Strong and memorable (decide where/when you are going to end the story)

What You Can Include in Your Story

In no particular order:

- Education
- Summer jobs
- Part time jobs
- Internships
- Student Exchanges (travel)
- Accomplishments
- Include how your hobbies and travels have affected/influenced your career

Always write about an experience that is unique to you, that had an influence on your university or career development.

- Key words related to your career



1st Individual Activity

- Which experiences would you like to include in your career story?

2nd Individual Activity

- What common threads are there among the experiences you've had?

3rd Individual Activity

Please write down the answers to these questions:

- What do I gravitate toward naturally?
- What activities do I lose myself in?
- What do I talk about all the time?
- What do I love to read?

Any themes or patterns that connect all 4?

Keywords & Industry Terminology to Include in your Career Story

Examples of key words in the Accounting field

- Financial statements
- Government
- Accounts Payable
- Accounts Receivable
- Forecast
- Cost
- Inventory

4th Individual Activity:

- Write down examples of key words from your career/industry

5th Individual Activity

Now you will write your career story!

- **1st** Decide on a starting point
- **2nd** Decide where you will end the story
- **3rd** Write an outline including the experiences and key words you want to include
- Try to make your career story sound goal-driven. That all parts of your story were decided by you "I sought out ABC..."

Suggestion

Have a

- very short
- medium
- full-length

version of your career story.

Use the appropriate length for the appropriate situation.

Last Activity

Would anyone like to read their career story to the group to get feedback?

Career Story & Cover Letters

- Why write a cover letter?
- What part of your Career Story could be used in a cover letter?

Career Story & Interviews

- “Tell me about yourself?” Typically the first question an interviewer asks

Career Story & Networking Events

- “What do you do?” Most popular question at networking events
- Answer can be about 7 seconds long
- “I just graduated from McGill in _____. I did an internship at the _____ and I want to continue my career in Montreal writing grants to secure funding for NGOs”
- A career story can provide a jumping off point for conversations about you/your job search

Career Story & Informational Interviews

- Start the interview off by telling the person about yourself (your career story)

One-on-One Guidance

- McGill Career Planning Services (CaPS)

Alumni have access to all the CaPS services **free for up to one year** after the end of the last semester in which they paid their Student Service fees.

- YES (Government funded)

Free short/long term Career/Job Search Counselling (for university graduates or part time students)



Next Workshop

Oct 1st 2020

**Marketing Your Internship to
Find a Job**



Any Questions?



yes

Reference Page

<https://www.glassdoor.com/blog/how-to-tell-a-career-story/>

<https://robbiesenbach.com/ditch-the-elevator-pitch-tell-your-story-instead/#:~:text=The%20biggest%20problem%20with%20elevator,listener%20and%20to%20the%20teller.>

<https://workbloom.com/job-search/what-is-career-story#:~:text=A%20%E2%80%9CCareer%20Story%E2%80%9D%20is%20nothing,you%20hope%20to%20take%20it.>