



# ME IN 30 SECONDS

## HOW TO SUCCEED IN INTERVIEWS AND NETWORKING

### WHAT IS A “ME IN 30 SECONDS” STATEMENT?

A “Me in 30 Seconds” statement is a simple way to present to someone else a balanced understanding of who you are. It piques the interest of a listener who invites you to “Tell me a little about yourself,” and it provides a brief and compelling answer to the question “Why should I hire you?”

### WHAT SHOULD IT INCLUDE?

When well crafted, your “Me in 30 Seconds” statement will include:

- A brief personal introduction that includes your career objective or the type of position you want.
- Three or four specific accomplishments that prove you meet or exceed the requirements for that position.
- A few character traits or adaptive skills that set you apart from typical applicants.

When networking, finish your “Me in 30 Seconds” statement with probing questions that cannot be answered with a “yes” or “no” to start a conversation that may lead to referrals or job opportunities. For example:

WHO do you know who works in \_\_\_\_\_?

WHAT businesses are in the area that \_\_\_\_\_?

WHO do you know who knows a lot of people?

### OTHER POINTS TO CONSIDER

- Keep your “Me in 30 Seconds” statement brief. People generally listen effectively only 30 to 60 seconds, and they appreciate concise responses to questions. This indicates that you are clearly focused and waste no time getting to the point.
- Speak in the present tense to show that your skills are current and applicable in today’s market.
- Remember your audience. Adjust the level of detail and industry jargon you use according to the interest and experience of the person you are addressing.
- Avoid common claims such as: “I’m trustworthy, loyal, helpful, courteous, kind,” and so on. Not only are these claims made by most job seekers, but without detailed examples, they don’t convey your value to a potential employer.
- Make your “Me in 30 Seconds” statement natural. It is a genuine form of communication that will help you organize everything you are into brief, coherent thoughts.

*“Out of small things proceedeth that which is great.”*

DOCTRINE AND COVENANTS 64:33



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## SAMPLE STATEMENTS

Sample “Me in 30 Seconds” statements for networking:

“My name is Randy Patterson, and I’m currently looking for a job in youth services. I have 10 years of experience working with youth agencies. I have a bachelor’s degree in outdoor education. I raise money, train leaders, and organize units. I have raised over \$100,000 each of the last six years. I consider myself a good public speaker, and I have a good sense of humor.

“Who do you know who works with youth?”

“My name is Lucas Martin, and I enjoy meeting new people and finding ways to help them have an uplifting experience. I have had a variety of customer service opportunities, through which I was able to have fewer returned products and increased repeat customers, when compared with co-workers. I am dedicated, outgoing, and a team player. Who could I speak with in your customer service department about your organization’s customer service needs?”

Sample “Me in 30 Seconds” statement for an interview:

“People find me to be an upbeat, self-motivated team player with excellent communication skills. For the past several years I have worked in lead qualification, telemarketing, and customer service in the technology industry. My experience includes successfully calling people in director-level positions of technology departments and developing viable leads. I have a track record of maintaining a consistent call and activity volume and consistently achieving the top 10 percent in sales, and I can do the same thing for your company.”

“I am a dedicated person with a family of four. I enjoy reading, and the knowledge and perspective that my reading gives me has strengthened my teaching skills and presentation abilities. I have been successful at raising a family, and I attribute this success to my ability to plan, schedule, and handle many different tasks at once. This flexibility will help me in the classroom, where there are many different personalities and learning styles.”



## LDS EMPLOYMENT RESOURCE SERVICES

The Career Workshop, available through the LDS employment resource center or your stake employment specialist, will help you develop a powerful “Me in 30 Seconds” summary.

*“By using the ‘Me in 30 Seconds’ summary, I felt comfortable answering the supervisor’s questions about myself.”*

Johannesburg, South Africa

*“The most helpful part of what I learned from the Career Workshop was the ability to tell about myself in 30 seconds with confidence. I have no doubt the training and confidence I got from the workshop made the difference in my getting a job.”*

Hyderabad, India