Telling Your Career Story

Presenter:

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Walden University Career Services Center
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Career Presenters

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Bilingual Career Services Advisor
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Walden Success Stories

Dania Thomas
- Center for Disease Control Fellow
- PhD in Public Health – in progress

Jennifer Farinella
- Office of Military Services Team Lead at Walden University
- Master in Public Policy and Administration, 2014
Betsy List
• Asst. Professor, School of Nursing, Xavier University
• PhD in Public Health – Epidemiology, 2014

Krista Laursen
• Engineering Initiative Facilities Project Manager, University of Wyoming
• DBA – Social Impact Management, 2013
Agenda: Learning Objectives

- Discover the power of storytelling for career advancement
- Learn strategies for creating “your” career story
- Hear Walden alumni career stories
The Power of Storytelling for Career Advancement

Stories:

• Help you become confident, convincing and persuasive
• Establish your identity and reveal your personality
• Make you memorable by connecting with your audience
• Establish trust and communicate what you have to offer

(Hansen, p 2-3)
Themes Are Memorable

- People rarely remember facts, but they do remember stories.
- A Stanford research study shows that data is more memorable when coupled with anecdotes.
- Retention rate rises to 65-70%.
- Accomplishments are the backbone of your theme.

What Is the Theme of Your Story?

- How are you sharing your passions with others?
- Did you recently get a new job or promotion?
- How has your degree changed your career?
- Did your networking efforts lead to a new career opportunity?
- How did your volunteer work help you to build your skills and relationships?

Communicate your accomplishments!
Elements of a Story

- Clear Purpose
- Setting
- Conflict
- Action
- Achievement
- Pacing

How Can I Use My Career Story?

Your Story

- Cover Letter
- Networking
- Resume
- Eportfolio
- LinkedIn Profile
- Job Interview
- Social Media
Dania Thomas – Persistence Paid Off

Career Story
• Landed a dream fellowship position with the CDC in Atlanta

Story Theme
• Communicated Walden mission and global perspective in interview
• Shared passion for HIV/AIDS research to address health disparities
• HIV/AIDS is a major public health issue in Jamaica, her home country.
Career Story
• Military Service Specialist with an interest in public policy, family history of military service and a passion for community involvement

Story Theme
• Community-builder who is fun and engaging
• Track record of helping others
Jen’s Advice

Website

Interviewing: Research how your story fits into their mission

Job Search: Don’t be afraid to take risks – when you see an opportunity that is right for you, go after it

LinkedIn Profile
Betsy List – A Serendipitous Career Opportunity

Career Story
• Researcher at a children’s hospital
• Landed a full-time associate professor position

Story Theme
• Keeping an open mind led to an unexpected career opportunity
Krista Laursen – Step Outside Your Comfort Zone

Career Story
• Engineering Initiative Facilities Project Manager, University of Wyoming
• 2014 Walden University Frank Dilley Award for Outstanding Doctoral Study

Story Theme
• Passion for problem solving and stepping out of her comfort zone
Resources


Career Center Website

http://careercenter.waldenu.edu
Connect with Career Services

Access Everything from Our Website: http://careercenter.waldenu.edu

E-mail: careerservices@waldenu.edu
Final Thought

After nourishment, shelter and companionship, stories are the thing we need most in the world.

Philip Pullman