

# Know Your Story: Using the Power of Story to Wow at a Networking Event

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# Step 1: Who are you?

What is your position? What do you most enjoy most about your job? What do you take pride in?

A great way to find the answer to this question is to record what you do in a week (or for the keeners among you, what you do in a month). Use this raw data to hone in on what to talk about.

This is your **DEAL**.

**DEAL NOTES:**

## Step 2: What's in it for them?

What has your work done for your company? Have you made the company money? Do you chair an important committee? Did customers praise your redesign of a client's website?

This is your **RESULT**.

*Not sure what to say? The record of what you do in a week or month is a great resource. What work that you do is most important to your company's/client's bottom line? How are you doing this well?*

**RESULT NOTES:**

## Step 3: Ease on down the road

Why are you at this event? Are you looking to meet more clients? Find an employer that will let you advance along your career path? Are you here to meet others in your field to possibly collaborate with?

This is your **MISSION**.

**MISSION NOTES:**

# Deal + Result + Mission = Anecdote

For example, a receptionist can tell the story of how she tracks shipments and keeps the lines of communication open between the company and their clients and her proactive creation of a new recording system (**Deal**). She can mention that her system has meant that she is able to know where packages are at all times and more easily catch human error. This has resulted in both the clients and her company saving time and money (**Result**). She is here today to meet her peers and build relationships (**Mission\***).

Remember, you are the hero of your story. Don't give away credit for your accomplishments. Are you part of a team that did something amazing? Make sure that you are at the centre of the story. You and your team did so and so. You as an individual contributed such and such to the team's work.

**Now go out and dazzle the next networking event with your simple and clear story that lets the world know how awesome you are.**

*\*Is your Mission to get out of the hellscape that is your current job? Or is your current job okay but you are worried word will get out that you are networking to find something new? It is fine to leave out step three from your story or give a neutral but positive reason for attending.*

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deserve to be WITHOUT have to  
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