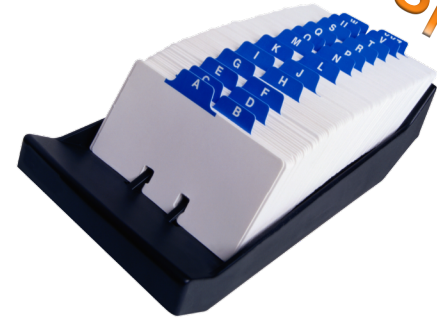


Personal Marketing

Portfolio



30 Second
Elevator Speech



Two Important Marketing Concepts

- Sell the Benefit, not the Feature
 - The Benefit is what is in it for them
 - The Feature is a description of a characteristic
 - Eg: Feature: A restaurant has 50 tables
Benefit: You can be seated quickly
- Focus on need, go beyond what they ask for
 - A customer walks into a hardware store and asks for a 3/8" drill bit. Do they really want a drill bit, or is what they need is a 3/8" hole?

Constantly Show Your Contribution to the Organization

- Create a Portfolio of your successes
 - Approximately $\frac{3}{4}$ of a page – anything more bores the reader
- Tell a Story
 - Situation – So your 16 year old nephew understands
 - What You Did – Keep it simple
 - What You Were Thinking - Keep it simple
 - Results – Importance to the business

Similar Structures

- SPAR – Situation, Problem, Action, Resolution
- SAR – Situation, Action, Results/Outcomes
- STAR – Situation, Target, Action, Results

Elevator Speech

- You and a 'C' level manager are the only two people in an Elevator. To break the silence they ask what you do for company. You have about 30 seconds until the elevator stops.
 - Introduce yourself
 - What field are you in? (keep it simple)
 - What Capacity do you serve? What position?
 - What benefit does the company derive from your skills?

Ditch Your Elevator Pitch

An elevator pitch is actually three pitches mashed together, nobody is comfortable with them.

What you need are three different pitches:

Engagement cycle:

- Know Pitch – what is the essence of what you do
- Understand Pitch – why you, what is so great about you and why should I engage with you
- Engage Pitch – turning learning into action

Behavioral Interview Questions (Samples)

1. Interacting with others can be challenging at times. Describe a situation when you wished you'd acted differently with someone at work. What happened? What did you do about the situation?
2. Tell me about one of the toughest teams/groups you have had to work with. What made it difficult? What did you do?
3. Tell me about the manager/supervisor/team leader who was the most difficult to work for. How did you handle this difficult relationship?
4. We all have had times when we just could not get everything done on time. Tell me about a time when this has happened to you.
5. Tell me about one of the most important documents you have written. What reactions did it receive?
6. Give an example of a time in which you had to act relatively quickly in coming to a decision.
7. Sometimes it's easy to get in "over your head." Describe a situation where you had to request help or assistance on a project or assignment.
8. We can sometimes identify a small problem and fix it before it becomes a major problem. Give an example(s) of how you have done this.
9. Describe some times when you were not very satisfied or pleased with your performance. What did you do about it?

Dr. W. Edwards Deming

“Every day I think about what he meant to us. Deming is the core of our management.”

-Dr. Shoichiro Toyoda

“...a faithful person with a magnetic personality and a warm heart.”

-Dr. Tatsuro Toyoda



“My Job is Not to tell managers
what to do.

It is to help them see things
they could not otherwise be
expected to see.”

... Dr. W. Edwards Deming, 1900-1993

Philosophical Roots

“We believe that our fundamental mission is to contribute to the economy and society through creating value, mainly by manufacturing high-quality products and providing related services.”

...Sakichi Toyoda

“Create constancy of purpose toward improvement of product and service, with the aim to become competitive and to stay in business, and to provide jobs.”

...Dr. Deming

Some of Deming's Observations

- Cease Dependence on Inspection for Quality
- Finding Meaning in Data
- The Danger of Managing by Results
- The Project Must Have An Aim
- Must Have a Method to Accomplish the Aim
- The Danger of Managing by Visible Figures
- Manage as a System – Watch for Interactions

Actions Based on Theory

