

YOUR STORY

Your story is how you communicate your past experiences, goals, and aspirations in a cohesive narrative that explains what decisions you've made, why you've made them and what you aim for next. It tells the listener who you are professionally and where you're going. At Yale SOM, you'll find yourself telling it from the beginning of your journey at Orientation and throughout your business school experience as you navigate the internship and full-time job searches. You all come from diverse backgrounds with rich, substantive experiences -- we're looking forward to hearing YOUR story!

Types of Stories

As you develop your story, keep in mind you'll want different versions of it for various situations:

- A 30 second version for high volume networking events like networking nights
- A one-minute version for small group settings like coffee chats
- A 90-second or two-minute version for formal and informal settings when you're one-on-one with somebody (interviewing, information interviewing, etc.)

It's often easiest to start by creating your two-minute story and then pulling out the most relevant pieces for the shorter versions.

4 Steps to Developing Your Story:

1. **RESEARCH** – identify key skills for the industry/function you're targeting
2. **REFLECTION** – reflect on past experiences for opportunities where you developed these skills; target three skills to highlight at the start
3. **CRAFTING** – craft your longer narrative and then adjust for shorter versions used in coffee chats and networking nights; articulate your background and align with organization values
4. **PRACTICE** – Share your story often, the more comfortable you are, the more confidently you will come across with alumni and employers

Consider the questions below as you reflect on your life, your education, and your past experiences. Doing so will help you craft your unique story in a way that is compelling and relatable.

Reflection Questions to Consider

- What is your next career goal/ step and why?
- What skills, expertise and / or knowledge are you looking to leverage?
- What is your vision as you move forward?
- What big questions fascinate you?
- What are you most proud of? How does that define your career arc and connect to your goals?
- What differences have you made? What have those taught you?
- What skills and abilities have made you stand out?
- What are you passionate about? What makes you "tick"?
- What have your career "a-ha" moments felt like?
- What themes can you draw on from work and experiences?
- Why are you getting your MBA? MAM? GBS?

YOUR STORY RESOURCES:

Your Story Board



WORKSHEET: Developing Your Story

Your Target Industry and Function:

Top Five Skills for Target:

Undergraduate school/major/relevant activities:

First job (company and title):

Relevant Skills/ Projects:

Transition/ Why you left and what next?

Next job (company and title):

Relevant Skills/ Projects:

(Repeat to include all prior work experience)

Transition/ Why you left and what next?

Why you came to Yale SOM?

What's next?

(internship/ full time goal?)