



## Training Lesson 2

In this second video, I covered how to effectively get your career story across and communicate your way past the gatekeepers. You want to make sure your career portfolio lands so well that they will want to get you on their calendar to meet the next person in the organization for an interview or set up a time to learn more about you, ask questions about your work experience and so on.

Your goal is to be seen as someone who can impact change and do that, you want to be sure you speak to the **people** and the **culture**.

There's an old saying that says "culture eats strategy for breakfast."

This means that the human element of any work environment will always drive how successful that workplace is, regardless of how effective a leader's vision may be.

In other words, if people don't work towards nurturing a productive, healthy culture that they can trust, your projects will fail. So to land the plane you want to focus on the people dynamic. Not so much managing people, but how you treated people, communicated with others and bridged relationships during change.

I'm referring to your colleagues, your team or other teams in separate departments (you know those silos you've been up against), your clients, stakeholders, business partners, even your own management.

At the end of the day, it's always about the people. You can have the best job, but if you hate the people you work with or it's a toxic culture; you won't stay.

Below are some guided prompts I covered in the video. I recommend you watch the video first then come back here to workshop these answers.

A gutsy reminder, success is your own definition. You design a career and life that works for you.

OK, let's do this...



**#1 When reflecting on your work managing through change or crisis, what would you say is the most valuable thing you learned when it came to communicating?**

So as an example, perhaps you developed strong relationships with new stakeholders. In other words, relationship management was your priority, you were more high-touch in spite of all those zoom meetings with cameras off. You can share that.

Or maybe you became more open and accessible, responding to key information needed when others were scrambling to get their hands on it.

There again is a focus on the people and fostering a culture of collaboration, disseminating critical artifacts or data when pressure is high.

Maybe you communicated more frequently. A crisis limits people's capacity to absorb information in the beginning and they need a little more direction from others. These are just some examples to get your juices flowing. Don't hold back here.

**#2 How did you detect warning signs that a particular situation was going to become challenging?**

What were some of the red flags you discovered and how did you address them?

So perhaps you noticed people were anxious or radio silent, not as engaged and you were able to connect with others helping give a sense of direction leading them out of the darkness.

Perhaps there was uncertainty about how multiple teams would operate as a single

unit and be on the same page. And you chose candor. Trust is never more important than on high-pressure projects.

Be honest about where things stood. You weren't afraid to show vulnerability, you maintained transparency to build loyalty and led more effectively. How did you communicate with your management and stakeholders during change?

**#3 What was important to communicate post-crisis, after the dust settled? What were some of your lessons learned that you wanted to share, before moving on to the next project or program?**

Again, focusing on how you played a part in bringing people together. These questions are prompts to help you share your story with a focus on people and culture. It's not often talked about, but speaking to human relationships plays a role, compelling others to hire you or promote you.

You don't work in vacuum. You work with people so bring them into the equation and speak to the people.

Speak to how you turned crisis and challenge into opportunity with a focus on bringing people together. That's what I want you to get across. That's leadership they will feel and remember you for. People who put their faith in you are looking to you to paint the picture on what you can bring to the table and whether they can picture themselves working with you.