**The Mapping Process to Create Your S-A-R Interviewing Scripts & Your Elevator Speech:**

Review several job postings related to the type of role you’re pursuing. Using a highlighter or red pen, highlight/circle the key words and short phrases in these job descriptions that point to the skills, strengths and qualities the employer is looking for in a strong candidate. Then extract these words/phrases to create your map (see sample below).

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| **Key Word or Phrase Identified from Job Postings** | **Brainstorm Examples of your Experience using this Skill, Strength, Quality** | **Initial, Basic Draft of your S-A-R Script** |
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| Critical Thinking | Examples: The proposal for the Barron project…that problem Jamie brought to me in late 2014…that time when Ms. Roberts asked me to create projections on the Hayes account | **S** = Situation you were presented with  **A** = Your assessment and actions  **R** = The results of your actions |
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| Information Research |  |  |
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| Report Generation |  |  |
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| Team Contributor |  |  |
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| Analysis |  |  |
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| Building Trust and Rapport |  |  |
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| Conflict Resolution |  |  |
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For interview preparation, you will essentially be developing brief stories or scripts, as your responses to interview questions.  Develop a list of topics/themes, using the skills, strengths, areas of expertise, and achievements outlined in your resume (along with those pulled from the *Job Posting*), as resources to develop your scripts.

1. Use an index card (5x7), your resume, and the SAR formula to craft your scripts.  The stories need to be concise and on point, so time your responses (60-90 secs).
2. Put ideas for additional examples on the back of each card (if the interviewer wants further info/examples), and practice in front of a mirror and/or with a friend.
3. Give the interviewer(s) a strong sense of who you are as both a person and professional.  Your job is to convey information in a genuine and compelling manner.  Never react to a question...engage and deliver.  If you don't have the answer, tell them how you will get the answer and when they will have it.

**See the Resources for Interview Prep and for Crafting Your Elevator Speech on the**  **◑RESOURCES page of** [**www.CAREERJUDO.COM**](http://www.CAREERJUDO.COM)

The Elevator Speech is your response to the prompt…*Tell me about yourself*? This speech/response needs to be 30-60 seconds in length and needs to convey interesting facts about YOU as a whole person. Don’t just respond with information about your education and work experience. Remember the prompt is NOT *Tell me about your education and work experience*. The prompt is ***Tell me about YOURSELF!***

**Example of John’s holistic Elevator Speech:**

I appreciate the opportunity to be here/meet you. My name is John Long, and as a professional coach – I help people evolve!

I’m originally from snowy central NY and moved to the SE in 1997. After enjoying big city life in Atlanta, GA for 16 years, I now call Jacksonville FL home. I often feel that I was a southerner in a previous life because I truly enjoy the culture and lifestyle of the Southeast.

I have enjoyed a 20 year career in healthcare management, attempting to manage physicians. I consider myself a career transition survivor when, in 2005, I moved into the field of career coaching. I’ve completed an educational specialist degree in counseling psychology, a master of science degree and several key credentials such as the Board Certified Coach. I operate my own coaching practice with offices in Atlanta and Jacksonville and also teach undergraduate courses for several large universities. My work has had a positive impact on thousands of lives from teenagers to pre-retirees.

On a personal note, I often come across as a rather calm and reflective individual and many are surprised to learn that I am also a black belt in Judo.