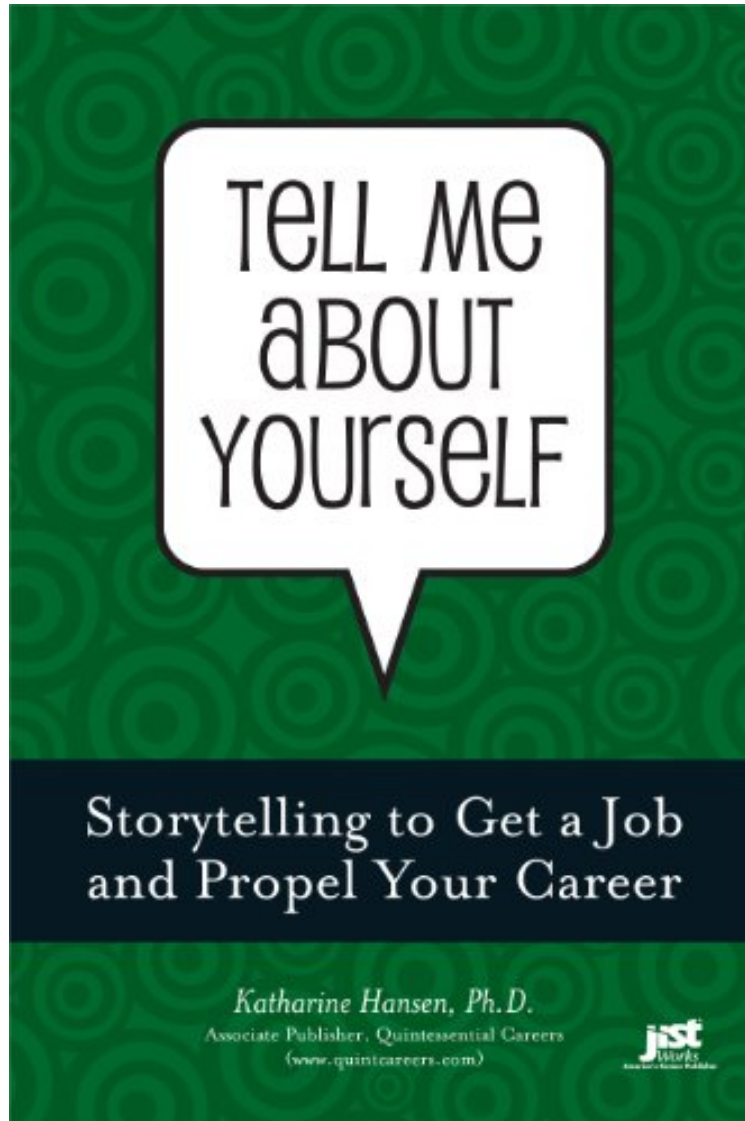


## Tell Me About Yourself

*Katharine Hansen*

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**Katharine Hansen : Tell Me About Yourself** before purchasing it in order to gauge whether or not it would be worth my time, and all praised Tell Me About Yourself:

6 of 6 people found the following review helpful. Thumbs Up for Hansen: This Book is a Much Needed Addition to Career Transition Literature By Thomas M. Loarie I have been involved as a co-leader in a parish ministry (open to all, regardless of faith tradition) created to help those in career-transition since 2001. We have served over 1,000 C-level executives, VP level executives, managers, and professionals during this period, with more than 75% of the participants seeking help as a result of the "Great Recession." Our work focuses on self-analysis of one's God given gifts (their uniqueness), branding, resume writing, the use of social networks with an emphasis on LinkedIn,

development of networking skills, interviewing, closing the deal, and more recently, STORY TELLING. Katherine Hansen, Ph.D., with her "Tell About Yourself: Storytelling to Get Jobs and Propel Your Career" has provided a much needed guide and resource for groups like ours and for all in career or life transition. Storytelling is a critical communication tool for career success, regardless of walk of life. Human beings are storytelling naturals since we lead storied lives. Good storytelling conveys events that bridge gender, age, and occupational divides to transfer knowledge and experience. Stories engage listeners and are therefore remembered, more than facts. Listening to a story being told can create personal connections and foster a deeper understanding of the storyteller. "Tell Me About Yourself" begins with the basics of good storytelling, then applies the basics to the job search process - branding, networking, resume writing, cover letters, portfolios, and interviewing. It concludes with the use of storytelling beyond the job search to career advancement - managing organizational transitions, subtle self-promotion, and managing stressful situations. Hansen provides ample examples throughout. "Tell Me About Yourself" is a hidden gem. I will be using it as part of our ministry curricula and will highly recommend "Tell About Yourself: Storytelling to Get Jobs and Propel Your Career" to all of our participants. 11 of 11 people found the following review helpful. A few useful tips (10%) padded with endless "resume-speak" stories. By Christoph Berendes This book will be most useful to people new to the job market, to give them illustration upon illustration upon illustration that it's ok and even desirable to tell pithy stories as they represent themselves during the hiring process. I've been at this for a while, but I did find the section on story structures useful, though overlong. In particular, tying the moral of the story - the lesson learned - to future action can be very powerful. But there are too many stories, and too little analysis and structure, and too many of them are couched in a way that would make me either wince or guffaw if I were the hiring manager. E.g. "At the very instant I read your ad for a Merchandising Specialist, everything clicked. The description of the job became one with my passion, and I knew the match between me and this job was perfect." Please. 12 of 12 people found the following review helpful. Must read for job seekers. By Steve Krizman In her new book Tell Me About Yourself, Katharine Hansen provides actionable advice for incorporating storytelling in cover letters, resumes, job interviews, and conversations with the boss. As someone who is on the hiring end of the equation, I can vouch for the effectiveness of strategic storytelling (see my posts, What I look for in resumes and What I look for in cover letters). Katharine, who writes my favorite blog on applied storytelling, interviewed job seekers and studied reams of resumes while earning her doctorate. She supplies step-by-step story construction tips and illustrates her points with actual resumes and cover letters gathered in her research. She clearly did an exhaustive literature search to gather a wide range of expert opinion on the subject. My only criticism is that Katharine could have synthesized the academic literature a bit more and taken a few risks by providing her own opinion. Katherine puts the issue well for all of us, whether we are in the job market or are building our careers where we are: We should carefully nurture our own personal brand. And we know the best brands are those that evoke intrigue and emotion through the story that they tell.

Introduces storytelling as the key to excelling in other job search activities, such as writing resumes and cover letters, networking, creating portfolios, and developing a personal brand. Readers learn how to execute these crucial steps impressively and successfully. Hansen also teaches readers how to use storytelling on the job to capitalize on opportunities to advance throughout their career.

"Hansen's passion for applying storytelling to the job search is apparent on every page. A great resource for job seekers." --Rob Sullivan, author, Getting Your Foot in the Door When You Don't Have a Leg to Stand On

"Transforms an interview stumbling block into a natural opportunity to share experiences that help others understand your passions and strengths." "Demonstrates how to use the art of storytelling to give yourself a powerful competitive advantage in today's competitive job market."