

UNSERIOUS

Upshots Cheat Sheet

TELLING YOUR BEST STORY

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“Own your part of it, own the strengths of the conversations you brought to the solution, and be bold and braggy.” - Courtney Kaplan

The Upshot

WHO IS THIS FOR?

- Not many people stay in one job and are steadily promoted every 5 years for a lifetime. Everyone needs to be able to represent themselves and their skills.
- You need to own your story and be able to speak to your successes easily
- This is also for those who are working hard, getting good results but seeing others being promoted, others being recognized - you probably need to turn up the volume and communicate more about yourself.
- This can also be helpful for interviews, introductions, performance reviews, or compelling evidence of why you should be assigned to a specific project.

WHY IS THIS IMPORTANT?

- Many of us believe that our work will speak for itself. Do good work and you will be recognized and elevated. However, that isn't how it works. People aren't really paying that much attention to you.
- Because of that, we should be comfortable telling our stories and sharing what I call our "greatest hits". A set of 3 - 5 case studies that really shine and illustrate what you have done.

HOW TO DO IT?

Approach it like a hero's journey....

1. Think of a recent project and turn it into a simple story narrative.
2. Who was involved?
3. What were you trying to achieve?
4. Talk about extremes: What was most high-stakes about this? What was the gnarly part of the problem?
5. What went wrong? What were your grievances?
6. What did you do to turn it around?
7. What was the measurable outcome of your work - how did this land?

PITFALLS AND PRO-TIPS

- ✔ Connect to something you can authentically get excited about - or connects to emotion. You can't fake that. Practice it! polish it - share it with others and get feedback.
- ✔ We think we have to share resounding successes... but people love to hear disaster stories. Maybe your greatest hit is something that went terribly wrong first and how you were able to predict, course correct and gain true wisdom and a decent outcome.
- ✔ It's uncomfortable to brag! Claiming or owning what you've done - and talking about it - can be a new experience for you. Practice this out loud - with a pet or someone who's a fan of yours - so that you get more comfortable.
- ✘ Don't understate your story: "I helped," "I contributed." Own it - or own your part in it. Be bold and braggy.

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