



HELPING YOU DISCOVER THE NEXT LEG OF YOUR JOURNEY

Career Coach Tip

Define yourself by who you are not what you are

How many times have you met someone new at an industry event or social engagement and when the question of "So who are you?" comes up you spurt out your work title. I'm the CEO of X, I'm the sales manager of Y, I oversee global blah, blah, blah.

We're all guilty of it. It is an ego thing for both men and women (although I admit some women are not as readily forthcoming as many men).

If this is you, then start working on changing your answer because nobody really cares. If they did they would approach you with a much different question. Don't define yourself by what you are. Be proud of who you are. And if you don't know the difference, then you are boring and you really need a career coach. Unless you are a total dork, you will graduate from meaningless small talk to large talk a lot quicker.

The next time you encounter someone new, talk about who you are outside the corporate world. Try it. What do you have to lose? Even if you are stalking someone to get a job interview or sucking up to a potential new client, you will have a much more interesting and longer conversation.

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