

Work to Expand

BREAKTHRU BRANDING™



Preparing a Game Plan for your Interview

Step
01

Think about a strong opening. Consider using your core brand words.

Step
02

Know your "magic" 11

- ⊕ **3 reasons** you are right for the job
- ⊕ **2 success** stories
- ⊕ **1 failure** story and what you learned
- ⊕ **2 impact** numbers from your career
- ⊕ **3 ideas** you have for the new position

Step
03

Think about closing statements

This is your opportunity to cover any key message about yourself that has not been covered.