

The background is a solid dark blue color. In the top right corner, there is a decorative pattern of overlapping triangles in various shades of blue, ranging from light to dark. The text is written in a white, casual, handwritten-style font.

Self-Advocacy: Branding Yourself for Employment

Megan Rindal

Agenda:

- Introductions: Who's here?
- Job Search: What's Your Brand, and Where to Look for a Job
- Resumes: Tips and Tricks
- Job Interview: Preparation and Elevator Pitch
- Interview: Follow-up Tips

Megan Rindal

- Special Educator and Transition Coordinator in Wisconsin since 2003.
- Passion for helping young people, specifically those with disabilities, to find their path to employment. This includes part-time jobs or long-term careers.
- Taught Career Employment Opportunities for all students in the School District of Elmbrook for over five years.
- Partner in developing various educational opportunities related to employment preparation in Milwaukee and surrounding areas.



Who's Here?

- *Self-Advocates*
- *Parents/guardians*
- *Educators*
- *Agency/Organization Members*
- *Others??*

Job Search- Branding

→ What do you represent?

- ◆ Social Media
- ◆ Interests
- ◆ Skills
- ◆ What do your Friends/Teachers say about you?
- ◆ Who/what businesses are you connected to?
- ◆ What are your goals for the near future?

Job Search- Branding

→ How do you want an employer to see you?

- ◆ Interests
- ◆ Skills
- ◆ What do your Friends/Teachers say about you?
- ◆ Who/what businesses do you shop at?

Job Search- Branding

→ How can you stand out?

- ◆ Social Media- who do you like? What do you retweet, what are you sayings?



Job Search- Branding

→ How can you stand out?

- ◆ What do your Friends/Teachers say about you?
- ◆ Resume
- ◆ Who/what businesses are you connected to?

Job Search-

→ Where to look?

- ◆ Family/Friends
- ◆ Networking!
- ◆ Online
- ◆ Where do you shop/eat/go?



Supports available

→ Division of Vocational Rehabilitation

DVR website: <https://dwd.wisconsin.gov/dvr/job-seekers/>

DVR 101: https://www.youtube.com/watch?v=_jNtnFxxH-k

Eligibility Process: <https://www.youtube.com/watch?v=anug2ALs>

Questions?



Resumes

**Average employer spends about 12 seconds looking at a resume

What do you need to do to stand out?



Resumes- Tips

- One page (references on page to, or upon request)
- Clear sections
 - ◆ Contact information
 - ◆ Goals
 - ◆ Work or volunteer experience- in order from most recent
 - ◆ Education
 - ◆ School activities or classes (clubs)

Resumes- Tips

- Easy to read- clear font and font size
- Bold the sections
- Most relevant information at the top

Questions?



Interview Prep

→ Advice on Interview Prep

→ Common Interview Questions and Answers

Elevator Pitch!

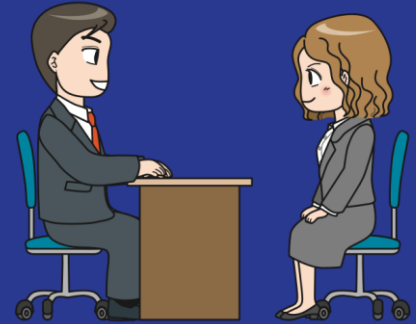


When could you use an elevator pitch?

- At job fairs
- At college interviews
- When meeting someone who may be an asset to you professionally- called Networking
- Stopping in a store/restaurant to get an application

When could you use an elevator pitch?

In job interviews-



To answer the question,

"Tell me About Yourself"

Key things to keep in mind

- Keep it short! The time it takes to ride an Elevator- 20-45 seconds
- Make it memorable- what can you say to make you stand out. Share your brand!
- Practice, practice, practice. It should sound as natural as possible.

Putting it together- step by step

Step one:

List who you are, and what you have been doing.

**Could mention work or school experience, or other personal experiences that you are willing to share.

Step One: Who are you?

Example:

- My name is Ben Hunt and I am a sophomore at Milwaukee Vincent High School. My favorite classes are those that involve computers or when I can work with my hands.



Putting it together- step by step

Step Two:

What makes you stand out from other applicants?

Certain experiences or background?

What do you want them to remember after you leave?

Step Two:

What might make you stand out?

Example:

- My Dad also works as a technology specialist at his company, Kohls Corporate, and our family has always had an interest in technologies. One of my favorite things to do with my Dad is look at the newest computers and Televisions are our local Best Buy.



Putting it together- step by step

Step Three:

Where do you see yourself in five years?
What are you working toward?

**This should connect with why you are meeting with this person or people.

Step Three:

Where do you see yourself in
five years?

Example:

- I plan to go to MATC for a field related to IT or working with computers after I graduate high school.



Putting it together- step by step

Step Four:

What is your ask for this situation?

Think how you can help them, as well as how they can help you!

Step Four:

Where is your ask?

Example:

I am excited to learn about what opportunities you have available.

I feel like working here at Best Buy would be a great opportunity to learn about more technology and improve my people skills.



How to Create your Own!

On separate notecards or on a sheet, write one-two sentences for each of the following prompts:

#1- Who are you/what you've been doing

#2- What makes you unique

#3- Write down your goal

#4- Closing Statement/Call to Action

#5- Practice!

Interview follow-up



Thank
You

Email or Phone Call to Thank the interviewer.

Ask after the interviewer for their contact info.

This will make you stand out!

Questions?

