How to Talk About Your Strengths: Networking & Job Fairs

**Step 1: Know your value**
You’re the only one who can talk about you! To market yourself successfully to employers, you need to know your strengths and what you have to offer. The CliftonStrengths instrument can help you identify your Top 5 talent themes/strengths.

Click here to take the CliftonStrengths instrument.

**Step 2: Put your strengths in your own words**
Telling employer that you have “woo” or “significance” won’t mean much. Instead, login to your CliftonStrengths account at https://towson.gallup.com/ and click on each of your Top 5 strengths to access the online descriptions and watch the videos to figure out what each strength means to you. Take it to the next level by answering the question, “So what?” Figure out how each strength might be important and of value to a potential employer.

For example, instead of just saying “I have woo as a top strength,” you could say “I have a natural talent for building effective and broad social networks” or “I'm a skilled networker, great at initiating relationships and engaging new prospects.”

**Step 3: Prove it**
You’ll always want to think about how you can make someone believe that you truly possess the talents and skills you claim to have. Be prepared to provide specific examples that back up the strengths you share. Stories and specific examples make you credible.

**Step 4: Develop Your Game Plan: Your 30-Second Commercial**
At job fairs and other networking events, you’ll only have a short amount of time to talk with employers and make a positive first impression. Going in with a game plan will ensure you’re able to make the most of each interaction. Research the individuals/employers you’re interested in before the event and work on developing your 30-second commercial (PDF) being sure to integrate your strengths.

Using this template can be helpful:

Hi, my name is Joe (NAME) and I’m a junior studying business administration with a concentration in marketing (EDUCATIONAL INFORMATION – SHARE WHAT’S RELEVANT). I was excited to see that you were going to be here today, as I’ve been following news of your recent acquisition of Company X (INTEGRATE A FACT ABOUT THE COMPANY TO DEMONSTRATE YOU’VE DONE YOUR RESEARCH). I’m preparing to go into marketing and currently serve as the Marketing Chair for my sorority and had an internship as a marketing intern last summer with Company X (RELEVANT EXPERIENCE). I’ve been told that I’m adept at spotting relevant patterns and issues (AKA: Strategic), I love solving problems (AKA: Restorative), and have a strong work ethic (AKA: Achiever) (STRENGTHS IN YOUR OWN WORDS). I see you’re here today recruiting interns and I’d love to learn more about your opportunities and how someone like me might fit into your organization.