

## Learn How to Perform a 30 Second Bio

### What is a 30 Second Bio?

Several career services counselors recommend drafting an introduction as a brief "commercial" that allows you to sell yourself. Mark Reed, career counselor at California State University, Hayward, suggests developing an "elevator speech," a personal presentation just long enough to say to someone in an elevator before they reach their floor. This is not only helpful for career fairs, but also for Husky Career Network and your job search.

### Follow the Formula

College career counselors and employers alike suggest following a formula for your introduction. According to them, students should provide the following information during their introduction:

- Name
- Class (senior, junior, sophomore)
- Major
- Opportunities that you are seeking
- Relevant experience (work, internship, volunteer work)
- Highlights of skills and strengths
- Knowledge of the company

Tailor your introduction to each employer based on good research and knowledge of each company—this will generally impress recruiters.

Do your research before the career fair. A list of employers attending is usually available prior to the event through the career services center. Most companies have web sites that provide information about their products and services. Other resources such as annual reports, press releases, and newspaper coverage are also very helpful and can usually be found on the Internet or in the library with a little digging.

### Ask an Engaging Question

End your introduction by asking a question that will engage the employer in conversation. You might ask: "Could you tell me more about the new (product) you are developing?" or "Could you tell me more about your financial management training program?"

Avoid:

- Asking what the company does;
- Asking if the company has any jobs; and
- When asked what type of position you are seeking, saying you would be willing to do anything at the company.

## Practice to Perfection

Practice your introduction. "Winging it" is not a very wise plan of action, especially when a potential job is at stake.

You'll project confidence and charisma during your introduction if you are comfortable with what you are saying. Remember, the words that you say are just part of your presentation package to potential employers. Your overall manner and confidence are also critical components to the successful introduction. Of course, your confidence and personality should be obvious, but not in an exaggerated or cocky way...just a professional one.

Incorporate positive, nonverbal communications, such as eye contact, facial expressions, body language, posture, etc. A mirror, a friend, and/or a career services staff member are all good practice partners. Ask for constructive criticism and try it again. Take the adage "practice doesn't make perfect; perfect practice makes perfect" to heart.

A solid introduction will help you move on to the important next step—the interview.

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