Introduce Yourself to Employers in 60 Seconds

You step into the career fair and make your way toward a representative from the top-ranked organization on your job-search list. What can you say and do during the next 60 seconds to make this recruiter want to explore hiring you?

Hit them with your one-minute introduction!

Follow the formula

Use the following formula to build your 60-second introduction:
- Name (first & last)
- Class (senior, junior, sophomore)
- Major
- Opportunities that you are seeking
- Relevant experience (work, internship, volunteer work)
- Highlights of skills and strengths
- Knowledge of their organization

Tailor your introduction to each employer you approach based on research and knowledge of each organization. Check the list of employers attending in Cardinal Careers powered by Symplicity. Review their websites for information about products, services, and opportunities. See what positions they have posted recently.

Practice to perfection

Practice your introduction so that you can move on to the important next step - the interview. Add positive nonverbal communications - eye contact, facial expressions, body language, and posture. Practice with a mirror, a friend, and/or a UCC staff member. Use Big Interview, our web-based video mock interview program, to practice answers commonly asked interview questions.

Ask a great question

Next, make yourself memorable by asking a question about the organization. (These questions are based on information you have found in your research.)
- "Could you tell me more about the new (product) you are developing?"
- "Could you tell me more about your leadership development program (if you know they have one)?"
- "What type of projects do your interns work on?"

Avoid the following:

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

Thank them for their time and give them a firm handshake and a warm smile.

Adapted from the National Association of Colleges and Employers (http://www.naceweb.org/).