



WORKSHEET

“TELL ME ABOUT YOURSELF”

Here are 5 formulas (recipes) you can use to structure your “Tell Me About Yourself” Response:

Formula 1: 3 Career Chapters

- *Start:* The names of your top 3 chapters
- *Middle:* Chapter 1, Chapter 2, and Chapter 3
- *End:* Your next chapter and how this role fits in

This formula was crafted by Stan Miller, LinkedIn Influencer and Founder of Storicate

Formula 2: Lightbulb Moment

- *Start:* The moment of clarity, inspiration, or transformation
- *Middle:* The steps you took to chase your dream so far
- *End:* How this role aligns with your continued pursuit

Formula 3: The Elevator Pitch

- *Start:* A high-level introduction
- *Middle:* Your top 3 strengths
- *End:* What you enjoy, what you're proud of, and what's next

Formula 4: Amazon Leadership Principles

- *Start:* 1-2 of the 16 leadership principles you possess
- *Middle:* Anecdotes of using the principle
- *End:* Your plan to use these principles at this organization

Formula 5: Hero Story

- *Start:* Introduce your SUPERPOWER
- *Middle:* A story that highlights how you've been a hero
- *End:* Your plan to solve problems for the organization



“TELL ME ABOUT YOURSELF” WORKSHEET

Now it's your turn!

On the following pages, you will be guided through each of the formulas to craft your stories, step-by-step.

You'll start by brainstorming to bring in the elements of the stories. Then, you'll “put it all together” in a concise and structured story. Lastly, you'll evaluate the strength of your response with a checklist.

Have fun and be creative!

And remember, even if you are never asked to “Tell Me About Yourself” having these stories ready-to-go in your back pocket will help you in all stages of your interviews.





"TELL ME ABOUT YOURSELF" WORKSHEET

BRAINSTORMING

Formula 1: 3 Career Chapters

What are some of the major turning points in your career? Write down as many as you can, then circle your top 3. These are your chapters

Name each of your chapters. Be creative!

Chapter 1:

Chapter 2:

Chapter 3:

Now describe the significance or theme of each of these chapters

Chapter 1:

Chapter 2:

Chapter 3:

Lastly, what does your next chapter look like?



"TELL ME ABOUT YOURSELF" WORKSHEET

PUT IT ALL TOGETHER

Formula 1: 3 Career Chapters

Introduction
with chapter
names:

--

Chapter 1:

--

Chapter 2:

--

Chapter 3:

--

Conclusion
with next
chapter of
your career:

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“TELL ME ABOUT YOURSELF” WORKSHEET

Evaluate Your Response

Formula 1: 3 Career Chapters

HOW TO: Use this checklist to evaluate if the response you've crafted highlights the critical attributes of a strong answer. Check the box if it does. The more boxes you have checked, the stronger your response!

Self Awareness:

Does your answer inform the interviewer that you can get work done on your own?

Does your answer inform the interviewer that you can self-adjust or self-correct without intervention?

Confidence:

Does your answer portray that you believe in your abilities?

Are you speaking highly of yourself in your response? (With humility)

Interest:

Does your answer portray that you have an interest in the company?

Does your answer portray that you have an interest in the job you're applying for, and are excited about the responsibilities and challenges?

Value:

Does your answer convey that you have the ability to save the company money? or make us money?

Does your answer convey that you have the ability to to make the workplace or business better in some way?

Growth Mindset:

Does your answer portray that you will continue to be great as you progress in your career?

Did you include examples of how you learn new skills, embrace or welcome challenges and learned from failure?



"TELL ME ABOUT YOURSELF" WORKSHEET

BRAINSTORMING

Formula 2: Lightbulb Moment



A **lightbulb moment** is the moment in which you realized you had a passion or interest in something. This moment shapes your future and your career.

Think back to the first time you realized your passion. Where were you? What happened? Who else was there? What thoughts were going through your mind?

What are the steps you've taken in pursuit of your passion. Name at least 3.

Step 1:

Step 2:

Step 3:

Now describe the significance of each of these steps and what you learned

Step 1:

Step 2:

Step 3:

What are you currently doing to continue your pursuit?



“TELL ME ABOUT YOURSELF” WORKSHEET

PUT IT ALL TOGETHER

Formula 2: Lightbulb Moment

Introduction
with the story
of discovery

--

Step 1:

--

Step 2:

--

Step 3:

--

Conclusion
with your plan
for continued
pursuit:

--



“TELL ME ABOUT YOURSELF” WORKSHEET

Evaluate Your Response

Formula 2: Lightbulb Moment

Self Awareness:

Does your answer inform the interviewer that you can get work done on your own?

Does your answer inform the interviewer that you can self-adjust or self-correct without intervention?

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Does your answer convey that you have the ability to to make the workplace or business better in some way?

Growth Mindset:

Does your answer portray that you will continue to be great as you progress in your career?

Did you include examples of how you learn new skills, embrace or welcome challenges and learned from failure?



"TELL ME ABOUT YOURSELF" WORKSHEET

BRAINSTORMING

Formula 3: The Elevator Pitch

Complete the following statement:

I am a with years of experience in
Position Title *Industry/ Industries*

and I help .
what do you help organizations achieve?

What are your strengths? Name as many as you can, then circle your top 3

What do you enjoy doing in your professional life? What projects or tasks are most exciting for you to take on?

What are some accomplishments you're proud of? List as many as you can, then circle your favorite



“TELL ME ABOUT YOURSELF” WORKSHEET

PUT IT ALL TOGETHER

Formula 3: The Elevator Pitch

High-level
introduction

--

Overview of your
top 3 skills

--

What you enjoy
doing

--

An
accomplishment
you're proud of

--

What is next for
you

--



“TELL ME ABOUT YOURSELF” WORKSHEET

Evaluate Your Response

Formula 3: The Elevator Pitch

Self Awareness:

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Confidence:

Does your answer portray that you believe in your abilities?

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Growth Mindset:

Does your answer portray that you will continue to be great as you progress in your career?

Did you include examples of how you learn new skills, embrace or welcome challenges and learned from failure?



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BRAINSTORMING

Formula 4: Amazon Leadership Principles

Here are the 16 Amazon Leadership Principles, rate your abilities in each from 1-10, with 1 being beginner and 10 being expert

<input type="checkbox"/>	Customer Obsession	<input type="checkbox"/>	Think Big
<input type="checkbox"/>	Ownership	<input type="checkbox"/>	Bias for Action
<input type="checkbox"/>	Invent and Simplify	<input type="checkbox"/>	Frugality
<input type="checkbox"/>	Be Right, A Lot	<input type="checkbox"/>	Hire & Develop the Best
<input type="checkbox"/>	Learn & Be Curious	<input type="checkbox"/>	Insist on the Highest Standards
<input type="checkbox"/>	Earn Trust	<input type="checkbox"/>	Have Backbone; Disagree & Commit
<input type="checkbox"/>	Think Big	<input type="checkbox"/>	Strive to be Earth’s Best Employer
<input type="checkbox"/>	Deliver Results	<input type="checkbox"/>	Success & Scale Bring Broad Responsibility

Take your two highest rated and brainstorm (list) instances where you’ve used the principle.

Principle 1:

Principle 2:



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PUT IT ALL TOGETHER

Formula 4: Amazon Leadership Principles

Introduction to the 2 principles that are your strongest

Anecdote for principle 1

Anecdote for principle 2

How you intend to use these principles moving forward

P.S.

You don't need to be interviewing with Amazon to use this formula!



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Evaluate Your Response

Formula 4: Amazon Leadership Principles

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Growth Mindset:

Does your answer portray that you will continue to be great as you progress in your career?

Did you include examples of how you learn new skills, embrace or welcome challenges and learned from failure?



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BRAINSTORMING

Formula 5: Hero Story

What is your SUPERPOWER? What are you exceptionally good at?

When have you SAVED an organization, team, or project? What was the action you took?

What was the outcome of the action you took?

Does the organization you’re interviewing with need a hero? What would this hero need to do?



“TELL ME ABOUT YOURSELF” WORKSHEET

PUT IT ALL TOGETHER

Formula 5: Hero Story

Introduction
of your
SUPERPOWER

Story of how
you've
“saved” an
organization

Your plan to
solve
problems for
the
organization
(HINT: USE
YOUR SWOT
ANALYSIS!)



“TELL ME ABOUT YOURSELF” WORKSHEET

Evaluate Your Response

Formula 5: Hero Story

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Now that you have followed the recipes to craft your responses, you now need to decide which one you’ll use.

To help you make this decision, consider the following.

1. Which response had the most attributes of a strong response (the most boxes checked in the evaluation)?
2. Which response is the most interesting?
3. Which response would you like to hear, if you were on the hiring team for this position?

You can also use different formulas at different times, to adapt to the situation:

Formula	When to Use
3 Career Chapters	In first and second round interviews
Lightbulb Moment	When early in your career or making a career transition
The Elevator Pitch	In phone interviews and networking conversations
Amazon Leadership Principles	When interviewing for leadership roles at high-performing, results-oriented companies.
Hero Story	When interviewing with an organization that is facing a lot of challenges

When in doubt, go with your gut. Choose the formula that is easiest for you to deliver with confidence.

Resources *(click to view)*

[Amazon Leadership Principles](#)

[The Importance of having a Growth Mindset](#)

[The Importance of Self-Awareness](#)

[Why Storytelling is Key](#)

