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00:15

If you are looking for proven tips to create a strength based resume, you have come to the right place. So I'm Kat Frati. I'm a certified Gallup strengths coach. And I am a mom of four college age kids. And I, myself, am a college graduate. So I know how hard you have worked the last few years. So I, first of all, I just want to say, congratulations, high five to guys, you made it. And now the world is your oyster, you have so many possibilities in front of you. But really you do you have to find a job, right, you can't really eat rocks. So what we're going to do today is, we're going to use something called the Clifton strengths insight report. And I'm going to show you how you can highlight it, to find descriptions of your existing talents, that would correspond to a potential career. And then I'll show you how you can use that to create a personal profile description, presenting your unique talents, which can help employers quickly understand what you have to offer. And you can help sell your candidacy. And of course, you're going to use this to in a great cover letter and a really great LinkedIn profile. So the question I have for you is, what is your dream job. And I see right here, your first dream job, because probably the job that you first started out with is not going to be the only job you have for your whole life. Because in reality, life is a series of stepping stones. And you really can just work best with where you are now, which is going to be very different from what we're going to be 20 years from now. Of course, when you're looking for a job, you want to think about the culture you want to work in and your environment, you also hopefully will get a boss who is going to champion you to become the best employee that you possibly can be. And wouldn't it be nice to have consistent pay. But the most important thing is really to ask yourself and to know who are you because you are the biggest factor to success. As a Clifton strengths coach, I work with people to really try to build up their strengths and work around their weaknesses. Now, this is a little different than maybe what you have been taught in school. And the theory is if you really try to bring up your weaknesses and work on

strengthening your weaknesses, in reality, you really could bring it up to an average level at best. So what we try to do is we focus on our strengths, and we really tried to make them stronger. So they almost become superpowers. And your your ability to be productive becomes close to excellent. The way excuse me, the way we that I help people do this is first, I teach them how to learn about their talents or their strengths. And we take I take them through a Clifton strengths assessment, which is an online assessment that measures your patterns of thinking, feeling and behavior. This is different than your skills that you learned along your jobs or in schools. And these are usually talents that you have had since you were born. This is a 35 minute online assessment. And if you want to take it and if you haven't taken it, you can find it at my website, cat Friday, comm slash code, you'll get a code with some guidelines of how to take this. Once you take it. What what I recommend is you really learn to love it. You'll learn about what results you just found out. And you're you learn how to talk about yourself in a different way. But it's a natural way because it's true authentic. It's it's really who you are. And then you learn to live with it. And this is to aim your talents in anything that comes in new way and this can be your career. It can be a relationship or can just be your dreams. So when we talk about Clifton Strengths Finder themes, there are three Ready for. So let me give you an example of what. So if we look here, one of my top five, and the top five really are ones that I use every single day



05:11

is activator. And if you look in here, it says people exceptionally talented in the activator theme can make things happen by turning thoughts into actions. They're often impatient. But this means to me and this is true, as I want to get go. And let's get going. Come on, we don't have to think about it anymore. Let's get going. Now, the flip side of this not really a flip side. But another theme that my husband has is called achiever. And if you read about it, people exceptionally talented in the achiever, theme, or card have possess a great deal of stamina. They take immense satisfaction from being busy and productive. This guy can go go go, he loves finishing things, the more things he can finish during a day, the happier he is. Another one of mine is called futuristic, people exceptionally talented and futuristic theme are inspired by the future, and what could be they energize others with visions of the future. And this is me, I'm always looking over the horizon, I always kind of have to have a vision of where I'm going to really take, you know, take it and run with it. Let's go over a case study here and show you how we can use this in terms of your career search. And we're going to talk about Bridgette, so Bridget took the assessment, and one of the reports you get is called a strengths insight report. If we look at her top five themes, and remember I told you, there were 34 themes. But what it's going to show you for the initial \$15 is the the top five, and these are ones that you're using every day. So Britain is using these every day. So her top five are empathy, positivity include her futuristic and Woo,

which is winning others over. So what we did, is she really read through this insight report and she said, Yes, this is me, this is definitely me. How do they know this? And then she and I went through it. And we highlighted, you know, phrases that really stuck out what really resonates super strong for her. And I'd like to go over that. So for her first one empathy is a people for exceptionally talented, exceptionally in the empathy theme can sense other people's feelings by imagining themselves in other's lives or situations. So here's where a really great tool that she's using every day is really how she reads people, she can go into a room and feel the energy. And this is useful in certain kinds of careers. So we highlighted something like these phrases, dealing with people and partially is one of your core values, you have a way of soothing people, individuals come to you for advice, clues as to maybe what Bridget should be doing for her career. Her second one is positivity. And people exceptionally talented in the positivity theme have contagious enthusiasm. They are upbeat and can get others excited about what they're going to do. So we have here you might feel comfortable dealing with life's perplexing problems, maybe facing these challenges makes you feel more alive, needed and valued. So um, and there were a couple other ones that we highlighted as well. But third one is called include her and people exceptionally talented in they include her theme, except others, they show awareness of those who feel left out and make an effort to include them. So here is where it really tells her that she prefers working with teams teams, she likes to team up with features to work on projects or assignments. she dislikes working alone. This is really important for her to understand because there are many jobs where you do work on a team versus work, you know, solitary. her fourth one is called futuristic and we talked about this already inspired by the future and what could be. So she really enjoys envisioning what she can accomplish tomorrow next week, next month next year in the coming decades. Her aim is to reach her objective. She's a good worker, and she really likes to work in the company and possibility thinkers, these are all clues into really what turns her on and would really be a good match for her skills. Her lab One is Woo, winning others over. And people exceptionally talented in the woo thing, love the challenge of meeting new people and winning them over.



10:10

they derive satisfaction from breaking the ice and making a connection with someone. So here is where, by nature, you might share your excitement with certain individuals. Because of your strengths, you might be enthusiastic about certain types of contests or tournaments very interesting. Perhaps you aim to finish first to be declared the best one, this would be a great trait for a job who wouldn't love that. So while we don't, we did, and what you can do too, is you can go through your insight report and highlight statements that really resonate for you, and pull those out into personal profile statements to be used in your resume, in your cover letter in your job interview as you're talking and really, in

your job performance once you get the job. So let's look at bridges. So here are the the general statements that we came up with one phrase for each of the strengths that she can now use and weave it into all of the components going into finding a career empathy, so she can tell her employee, her potential employee, yes, I'm comfortable dealing with all types of people and problems. Positivity, I'm always looking for a positive perspective, when dealing with challenging problems. Include, or I prefer working with teams and partnerships, futuristic, I'm very capable of visionary thinking and focusing on objectives. And Whoo, I really enjoy developing connections with new people. So can you see that this is really interesting information for Bridget to have, and to own and to really love about herself, but also articulate to prospective job candidates or job situations. So I just want to take quickly to show you a difference because Bridgette, this is unique to Bridget. Christine. On the other hand, another client of mine her top five, or Maximizer, which means she likes to take things from good to great, whoo, we've already seen that winning others over futuristic, we saw that again, looking over the horizon. Strategic, which is seeing the steps needed down the road, like like playing a game of chess, and communication. And that's really the ability to put thoughts into words really well and have great conversations with people. Can you see how they're very different, some of them are the same. Some of the some of them are different. So what we did was he came up with this statement for her. She is a visionary, creative and strategic thinker with experience in marketing and graphic design industry. In this case, she actually was out of college for a few years and did some jobs. She enjoys meeting new clients and helping them transform their ideas into something superb. using innovative thinking and strong communication skills. As part of the process, she prefers to work with a cutting edge team. These were all found in her insight report. And she agreed with every one of them. So the next step, once you have that really is finding a job. And I'm going to just say it's a matching game. It's really understanding yourself, and then going to find those opportunities that match. So it's a win win. But before you do, I'm just going to encourage you to answer a couple more questions. One is really what is your direction and purpose. And so you could say hi, I want to pursue an eight bridges case she was she wants to be into involved with animals, she's improved that to pre vet school. I want to pursue a career working with animals so that I can find happiness and with my M you know, in the animals they love to do that can really help these animals that I really love. So, you know, you can start general and then you can get more specific, more specific. What motivates you? I really like to



14:31

pet animals. I really like to clean the horses hooves. I really like to check their teeth. This really is I really really enjoy this. Which environments would you in with you know, do you

thrive best I could spend all day in the city I could spend all day on a farm I could spend all day in a coffee shop. You know what? I could spend all day working with creative people. I could spend all day going around meeting lots, you know, different clients, and so many possibilities here. And you could start again, General, and then start getting super, super specific, what kind of boss we do need, I need someone who tells me what to do, and then leaves me alone. or hold my hand as I try to figure this out and get really, really good at it. And then the last one, where do you want to work I prefer to work in and really think about, do you want to work in the city, a suburb office? Do you want to travel? What do you want to do? And I'm really going to encourage you to get super specific, and almost like, you know, use your imagination and tap into your desires. And the reason why is you can put all this stuff out there, and you might not find the perfect job that meets all of them. But what if you did, and so I can tell you stories and stories. And when people put it down and they write it down, they really think about it, all of a sudden, they find that perfect job. So don't shortchange yourself on this and go for it because the worst they can do is just say no, right? Or you might not find it. That's okay. At least you tried. And that's really okay, we didn't really cost anything. So here, we're talking about matching your skills that you learned into, you know, college, along with your talents with specific companies that need them. This is going to take some research, right, so you're going to have to open your eyes to all opportunities, because you've kind of come up with your unique talents. And there are people out there who need exactly what you have to offer. And sometimes it might feel like a needle in the haystack. But that's okay, because that just means you open your eyes, look around, go online, ask people tell people and really broaden your scope of where you're looking. And then you have a better chance of finding that perfect Win Win match for you. Once you do, and you want to really want to get the job, present your story through your expertly crafted resume. And this is really important. And there are studies shown that when you really take the time and craft it, you're going to earn more money, you're going to be offered more money. So take the time you can there's plenty of free resources online, or you could hire a coach or something like that. Also, make sure you carefully manicure your LinkedIn and social media presence. So through your insight report, he's found out a lot of things about you. And so why not start, you know, fake it till you make it start if Bridget was wanting to get into animals, lots of pictures with animals and showing her as a person she wants to become if your wants to travel show you traveling. So there's plenty of opportunity here to create your brand, let's say and make sure that you take advantage of that too because so many employees will look at that. Also at the end, just prepare for a great face to face interview and give it your all now you're unique, you're worth that you're valuable. You've worked really hard to get to where you are right now. So give it your all make it make sure that you present the true you don't leave anything out, show them your best thing and let's see what happens. So if you need help again, there's plenty of free resources. I at my my website, have a few goodies for you and you can find out more about me plus get that

code and some tips on what I just talked about. Also I offer those services for for consulting at catfriday.com slash resume. So I just want to say good luck to everything and I glad you join me today. And of course reach out if you have any questions and just really wish you the best in your future.