THE WALLFLOWER'S GUIDE TO
SELLING YOUR SOFT SKILLS

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HELLO

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aka Off-Her-Rocker Spirit Guide
Vitamin T / Aquent

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aka Practically a Professional
Interviewee

SELLING YOUR SOFTSKILLS
AGENDA

Why soft skills are important
Why they should matter to you
Storytelling vs. PARs
Those tricky behavioral questions
Group practice
Debrief
Smart organizations have recognized that introducing new technology into the workplace isn’t about hardware or software: it’s about wetware, also known as human beings. If you want to be the kind of nimble business that can make the most of successive waves of tech innovation, you need human beings who can adapt to change.

-Harvard Business Review
STORYTELLING VS. PARS

Matching an Interviewer's story with your own can build rapport and convey empathy.

PARS AND RAPS

A PAR (Problem Action Result) however, is a concise means to express critical thinking.
ACTIVITY TIME

HOW TO RAP

THE ART AND SCIENCE OF THE HIP-HOP MC

PAUL EDWARDS

FOREWORD BY KOLL G RAP

GUIDANCE FROM EXCLUSIVE INTERVIEWS WITH BLACK EYED PEAS, CLIPSE, THE GAME, AND OTHER ARTISTS

SELLING YOUR SOFTSKILLS
"Your interviewer isn’t necessarily looking for a right answer. He wants to determine how quickly you can think on your feet, how you’ll approach a difficult situation, and, most importantly, whether you can remain positive and proactive and make progress in the face of a challenge.”

Lily Zhang, The Muse
THE BEHAVIORS

Quality

Independent

Accountable

Team Oriented

Problem Solving

SELLING YOUR SOFTSKILLS
ACTIVITY TIME
DON'T JUST LEVEL UP YOUR HARD SKILLS

Find time to focus on your soft skills. It might just land you your next gig or your next famous BFF, Chris.

Give us a shout if you ever have questions!