

如何自我介绍并获得工作机会

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Tell me about yourself. Four simple words that can make anyone ramble or freeze.

介绍自己。这短短四个字，却能让任何人语无伦次或瞬间大脑一片空白。

Even people at the top of their game can go blank when they hear those dreaded words. So what does that mean?

即使是业内顶尖人士，听到这几个字也会不知所措。这说明了什么？

Does your introduction really make that big of a difference? I never thought it did.

你的自我介绍真的有那么重要吗？我以前从未这么认为。

I thought my introduction wasn't nearly as important as my qualifications. For example, right after I started my business, I had the perfect opportunity to shine.

我一直觉得自我介绍远不如我的背景重要。例如，我刚创业时，曾拥有一个大放异彩的绝佳机会。

I was interviewing as an instructor for Supply Chain Institute, and I knew I was the ideal candidate.

当时我正在面试供应链研究所的讲师职位，我知道自己是理想人选。

I had over 20 years of expertise leading supply chains for one of the world's largest consumer products companies.

我拥有超过20年的经验，领导全球最大的一家消费品公司的供应链。

As a prep for my interview, I didn't want there to be any doubts about my qualifications.

在我准备面试时，我希望没人会质疑我不够格。

I created an elevator pitch and included a complete list of my accomplishments.

我准备了一段“电梯游说”，列出了我所有的成就。

When I heard "Tell me about yourself," I was ready, and I proudly explained everything that I could do.

当听到“介绍自己”时，我已经准备好了，自豪地介绍了我的所有能力。

When I finished, the interviewer said, "Instead of talking about yourself, it would have been more effective if you had explained what you can do for me."

面试结束后，面试官说：“与其谈论你自己，不如说说你能为我做什么，这样效果会更好。”

My interview lasted five minutes. She rejected me on the spot based off of one answer. That was my wake-up call.

我的面试持续了五分钟。她仅凭一个回答就当场拒绝了我。这对我来说是当头棒喝。

I realized it doesn't matter how smart you are, it doesn't matter how perfect a fit you are, if you can't capture someone's attention.

我意识到，无论你有多聪明、多合适，如果你无法吸引别人的注意力，一切都毫无意义。

After that, I became laser-focused on cracking the code on introducing myself.

之后，我开始全神贯注破解自我介绍的秘密。

I studied the science of first impressions. I researched viral headlines and what made them so irresistible.

我研究了第一印象的科学原理。我研究了那些爆款标题，以及它们为何如此引人入胜。

And then, I discovered the secret of introducing myself perfectly in 20 words or less. Fast-forward about six months.

然后，我发现了用不超过20个字完美介绍自己的秘诀。时间快进到大约六个月后。

I'm having coffee with the executive director of a business-development program.

我和一位业务发展项目的执行董事喝咖啡。

She asks me, "What do you do?" I answer her in one sentence: "I'm a communications consultant and I help people with something to say but struggle to say it."

她问我：“你是做什么的？”我用一句话回答她：“我是一名沟通顾问，我帮人们说出说出口的话。”

She leans in and says three magic words. "Tell me more." Fifteen minutes later, she hires me to give workshops for new entrepreneurs.

她凑近我，说了三个神奇的字：“告诉我。”十五分钟后，她聘请我为新晋创业者举办研讨会。

But here's the thing. I was the same person who blew that interview just six months before.

但问题是，就在六个月前，我还是那个搞砸了面试的人。

But this time, I got the job, even though I had way fewer qualifications and the only thing different between success and failure,

但这一次，我得到了这份工作，尽管我没那么够格，成功与失败、

Between that door of opportunity opening or slamming shut in my face, was my introduction.

机会之门是敞开还是砰然关闭，唯一的区别就在于我的自我介绍。

From that point on, I started to see my introduction in a whole new light. It wasn't just a way of grabbing someone's attention.

从那时起，我开始以全新的视角看待自我介绍。它不仅仅是吸引别人注意力的方式。

I thought about all those times when I would hear "no," and my inner critic would tell me that people didn't see me or hear me because I wasn't good enough or smart enough.

我回想每一次别人对我说“不”，我内心就在评判这些人看不见我、听不见我是因为我不够优秀、不够聪明。

But that was wrong. It wasn't me. It was my introduction. Alright, are you ready to introduce yourself in 20 words or less?

但那都是错的。问题不在于我，而在于我的自我介绍。你准备好用不到20个字介绍自己了吗？

I'm going to start with two secrets of getting people to say "tell me more." Secret number one: Think sound bite, not data dump.

我先来分享两个让别人说“告诉我”的秘诀。秘诀一：言简意赅，不要长篇大论。

That's because with today's multitasking attention-deficit audiences, it's been said you have a better chance of engaging with a goldfish than the person that you're talking to.

因为如今的受众由于事情繁杂注意力分散，你吸引金鱼的注意力比吸引你谈话的对象更容易。

A 20-word introduction is designed to grab someone's attention and get them to say "tell me more."

20个字的自我介绍旨在抓住别人的注意力，让他们说“告诉我”。

Secret number two. Do you remember what that interviewer told me? "Don't talk about yourself." Instead, explain what you can do for them.

秘诀二：你还记得面试官跟我说过什么吗？“不要只讲你自己。”而是讲讲你能为他们做些什么。

I call it the difference between an "about-me" versus an "about-you" introduction.

我称之为“关于我”和“关于你”自我介绍的差别。

An about-me introduction sounds like this: "I'm an award-winning, best-selling author."

“关于我”的自我介绍如下：“我是一位屡获殊荣的畅销书作家。”

Compare that to "I help new authors get published faster." Can you hear the difference?

One describes me, the other describes what I can do for you.

对比一下：“我帮助新作家更快地出版作品。”你能听出区别吗？前者描述的是我自己，后者描述的是我能为你做什么。

Now that you know the secrets, here are five ways to introduce yourself perfectly in 20 words or less.

既然你已经掌握了这些秘诀，以下是五种用不到20字完美介绍自己的方法。

I'm going to start with a straightforward about-you introduction. The formula is "I help my target audience achieve a benefit they desire."

首先是一个简洁明了的“关于你”自我介绍。公式是：“我帮助我的目标受众获得他们想要的某一

好处。”

For example, "I help worried job hunters confidently explain why they're the ideal candidate to hire." Now, here's a tip about your "benefit."

例如：“我帮助焦虑的求职者自信地解释为什么他们是理想的候选人。”

以下是一个关于“好处”的小提示。

A benefit answers your listeners' question "How will my life be different?"

好处回答了听众的疑问：“我的生活将有何不同？”

For the second framework, let's go beyond offering a benefit. Let's promise a breakthrough.

第二个方法，不仅是“提供好处”。我们要承诺带来突破。

The formula is the same as the benefit one, but you're going to add the word "without."

公式与“好处”公式相同，但你要加上一个词：“并不会”。

"I help my target audience achieve a benefit they desire without negative consequence."

“我帮助我的目标受众获得他们渴望的好处，并不会产生负面影响。”

"I help establish brands in competitive markets, rapidly reach new audiences without increasing marketing spend."

“我帮助在竞争激烈的市场中创立品牌，快速触及新受众的同时，并不会增加营销支出。”

The word "without" is so powerful because that's how you explain what makes you unique.

“并不会”一词之所以如此强大，是因为这就是你的独特之处。

For the last three frameworks, here's what to say if you don't want to focus on your career.

For example, you're mission-driven, or you're on a career pivot.

最后三个方式，如果您不想局限于职业，可以这样描述。比如，你有使命，或者你正在寻求职业转型。

Maybe you're a student and you don't have a lot of work experience. In this case, you can use your passion, your mission or your strength.

也许您是一名学生，工作经验不多。在这种情况下，你可以运用你的热情、使命或强项。

I'll start with your passion. "I'm passionate about something I value to achieve something my target audience values."

先从你的热情说起。“我热衷于我所珍视的事物，并致力于实现我的目标受众看重的东西。”

"I'm passionate about helping people in need and creating opportunities that change lives."

Next, instead of your passion, you can use your strength.

“我热衷于帮助有需要的人，创造改变人生的机会。”“不运用热情的话，可以运用你的强项。”

"I'm known for my strength to achieve something my target audience values." "I'm known for my critical thinking and turning information into actionable insights."

“我非常擅长某种能力，能够实现我的目标受众看重的某样东西。”“我非常擅长批判性思维，将信息转化为可执行的洞见。”

Last, you can use your mission. "I'm on a mission to -- to achieve something my target audience values."

最后可以运用你的使命。“我的使命是——实现我的目标受众看重的某样东西。”

"I'm on a mission to bridge the healthcare divide and make a lasting difference for vulnerable communities."

“我的使命是弥合医疗保健鸿沟，为弱势群体带来持久的改变。”

And that's how you use your passion, your mission or your strength. Now that you've seen the five introductions, your next step -- try them out.

以上就是如何运用你的热情、使命或强项。现在你已经了解了这五种自我介绍方式，下一步就是——尝试一下。

Don't be surprised if you find yourself using more than one. That's because different audiences value different things, so what works for one may not work for another.

如果你发现自己使用了不止一种方式，也不必惊讶。因为不同的受众重视不同的事物，所以对一个人有效不一定对另一个人有效。

But that's OK. You'll see there are multiple ways of getting people to say "tell me more."

但没关系。你会发现有很多方法可以让人们说“告诉我”。

I'll close with this thought: Have doors been closed in your face? Do you struggle to be seen and heard?

最后，我想提出这样一个问题：你是否曾被拒之门外？你是否难以被看见、被听见？

Does your inner critic tell you you're not good enough or smart enough, or that you're an imposter and something is way above your pay grade?

你内心在指指点点你不够好、你不够聪明吗？还是你觉得自己冒名顶替，有些机会远超你的薪水等级？

Before you buy into your inner critic's narrative, let me challenge you. What if?

在你听从内心的指指点点之前，我不同意。假如？

What if that voice inside your head is wrong? What if you are good enough and smart enough? What if the best way to describe you is "impressive"?

如果你内心的声音是错的呢？如果你足够优秀、足够聪明呢？假如你就该被人评价“很棒”呢？

Not "imposter." And what if the only thing between you and being seen, heard and recognized is your introduction in 20 words.

而不是“冒名顶替”。假如你距离被看见、被听见、被认可只差20字的自我介绍呢？



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