

Merchandise Yourself: Conversation Planner

1

What is your desired outcome?

Ex: At the end of the conversation, your audience leaves clear on your strengths, skills, accomplishments and ambitions, and is committed to advocating for you.

2

What are your ambitions for the future?

Ex: Double the size of my team and increase my revenue responsibility by 50%, Get promoted/to the next level, Sit on a board of an organization, Move to a C-Level position at another company.

3

What are 2 key accomplishments in the last year that you are proud of? What strengths were required to make them happen?

Ex: Leading my current team through challenging circumstances, which required resilience, inspiration, empathy and clear communication. Delivering internal process playbook to improve efficiency by 10%, which required strategic thinking, creativity, and relationship-building.

4

What would you ask them about their current role and the path to getting there?

Ex: What can you share about your personal experience that could help in my journey? Tell me about how you got to where you are. What were some inflection points in your career?

5

What are 1-2 requests you could make in support of your growth? (Consider: how would this benefit them/the business/the team?)

Ex: My request is that you advocate for me at the next leadership roundtable. My request is that you introduce me to the hiring manager for X role. Can I count on you for that?