

Tell Your Story: Introductions

Prep for Orientation Program 2025

MBA Career Management Group

BerkeleyHaas

Community Agreements

- Selfcare
- Step-up/Step-back
- Be Open-minded
- Be brave and vulnerable
- Confidentiality
- Rename to add your pronouns or phonetic spelling
- Be present, video on if you're able

Icebreaker

- In pairs tell your 'life story' in 30 seconds
- Do it again without repeating anything from the first round





Naomi Choice '26 *(she/her)*

- **PreHaas:** Strategy & Operations @ Super.com, Partner Growth @ Roku
- **Summer Internship:** Brand Management @ Clorox
- **Recruitment Strategy:** Take advantage of pre-MBA opportunities
- **Ask me about:** Cake decorating, traveling, Marketing Club



David Lloyd '26 *(he/him)*

- **PreHaas:** Teach For America; School Improvement Consultant @ MGT Consulting
- **Summer Internship:** Summer Associate @ Bain & Company
- **Recruitment Strategy:** Refine your story and be intentional in building authentic connections with people in your target firms – these are the people who will be your advocates!
- **Ask me about:** consulting recruiting; pivoting from a non-traditional background; moving with a partner; cycling in the east bay; skiing :)

What do they really want

- get to know you beyond the resume
- understand your motivations
- initial confirmation your experiences/skills can help them
- start the process of building trust

Introductions

Tell Me About Yourself (TMAY)

- Get to know you beyond the resume
- Understand your motivations
- Initial confirmation your experiences/skills can help them
- To start the process of building TRUST

A Strong TMAY Story is a Narrative

- It's a **Narrative** - 'an account of *connected* events'
- Provides a **Bridge** from where you have been to where you are headed
- Gives the listener a **Framework** to easily follow along
- Has a **Theme** that defines the decisions you've made in your career to date

5 TMAY Pillars to Play With

- two skills that will interest the interviewer
- why are you here? what do you hope to do?
- relevant theme or pattern or motivation throughout your career?
- a story highlight from a meaningful experience that illustrates your motivation of the above
- what do you want to do in the future?

Unique Identifier

When I was 5 years old my dad taught me how to play chess. I fell in love with the game of chess and became a competitive chess player. The thing that I loved about chess is the same thing that is drawing me to management consulting, which is the strategy aspect of the game.

I've lived in 6 different countries to date and that has given me the ability to quickly build rapport with all kinds of people regardless of their background

Skills/Experience/Traits

- Identify top 4-5 skills, experience or traits needed for the role
- Choose 2 skills and think of examples from work, school, volunteering
- Identify the result in the example

Skill Statements

“I bring my ability to rapidly prototype consumer surveys in large energy organizations that generate behavioral insights, such as the time when I discovered how users were misinterpreting our advertising, saving the company \$10M dollars.”

“I have a knack for bringing in optimism and safety to teams - especially when we need to innovate and brainstorm under pressure. For instance, when I joined a fractured team at AirZnZ, we were able to deliver a communications strategy in record time during an unexpected scandal - saving our client's reputation.”

key

skill in action

illustrating example

results



Insights/Realizations

Connect the dots and link past or current experiences to your target role

Example

When I was an HR Director, I realized that my favorite part of my job was the coaching piece of it, and I wanted to move into a role where I would be able to do more of the work that I found most fulfilling.



Story Starters

“I can summarize who I am in three words.”

“My personal philosophy is...”

“A theme that has persisted throughout my life/career is...”

“People who know me best say that I’m...”

“When I was seven years old, I always wanted to be...”

A Strong TMAY Story ends with a Conclusion that Connects

- Bring it back to the role and company you are speaking with - why is it aligned with your experience and values
- Your story should naturally progress to where you are right now



Pair Share and Feedback

Speaker: Share your target company and role and then your draft TMAY

Listener: What made the content memorable?
Did you hear?

- Skills/experience relevant to the target role
- A theme, insight, or pivotal moment?
- Connecting the dots (why are you here today?)

Debrief

What did you notice?

Reminders

1. Strong Stories require self-reflection
 - Sign up for individual coaching
 - Be open to feedback (remember - it's a gift!)
2. Strong Stories require Practice, Practice, Practice
 - Iterate, experiment
 - Record yourself and analyze as if you were the interviewer
 - Work with classmates, partners, friends

What's next?

- **Resume Due Tomorrow May 13**
- **Next CMG Sessions this week:**
 - Industry Calls - Social Impact (5/13), Walk through a Real McKinsey Case (5/14)
 - Resume Upload Deadline (5/13)

Feeling a bit overwhelmed?

“Courage does not always roar.
Sometimes courage is the quiet voice at
the end of the day saying, ‘I will try
again tomorrow.’”

-Mary Anne Radmacher

Questions?