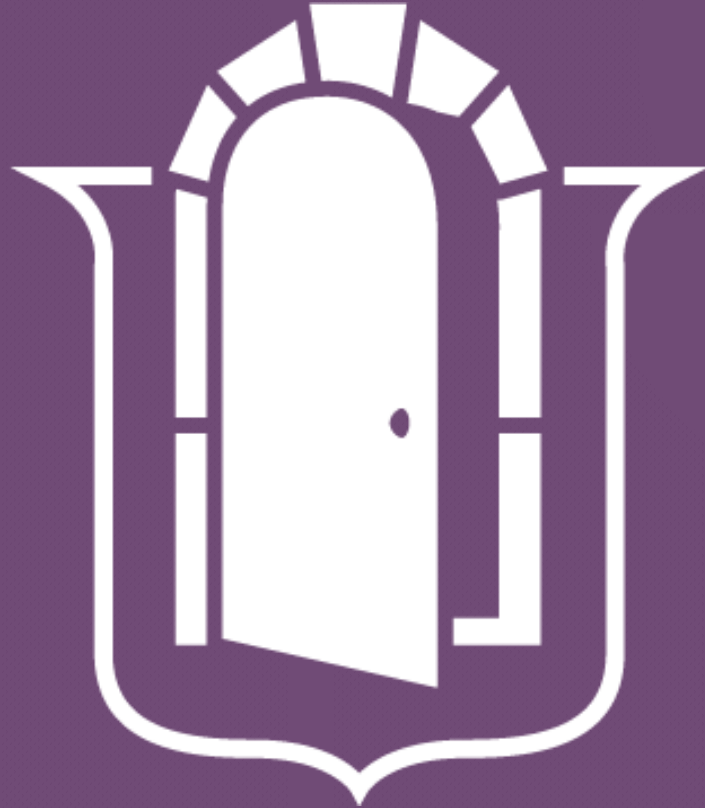




SigEp

**LIFE AFTER
COLLEGE**



Speak the Language to Play the Game

Articulating Your SigEp Experience

What Value Do You and Could You Bring Me?



Targeted Outcomes



Speak the Language | articulating your experience



Play the Game | articulating on the resume and in the interview



Tactics & Wrap Up | practical tools and tips to leave with



Table Stakes

- 1 Your SigEp Story Must Be Worth Sharing**
- 2 You Have To Be An Authentic Storyteller**
- 3 No One Can Write Your Story For You**



Speak the Language

Why This Matters.



Speak the Language | Identify the Role

What is it you want?

- ✓ Self imposed constraints
- ✓ Platform skills and experiences
- ✓ Characteristics and culture

Chris Stephenson • 2nd
Principal & Financial Management Lead at Grant Thornton
5mo

Don't ever apologize for being the most prepared person in the room. Preparation enhances the likelihood of success exponentially and winning teams will recognize and embrace it.

If you feel you do have to apologize or worse are made fun of for being prepared; smile, leave the room, and call me. You are exactly who I want to work with.

[#statusgo](#)

119 · 1 C

Chris Stephenson • 2nd
Principal & Financial Management Lead at Grant Thornton
4mo

I have yet to read a biography about a person that just followed the rules, moved up slowly, and accepted everything they were told. It seems while status quo managers want rule followers, the world is more into reading about rule breakers. Be fearless and make the world around you better. Then give that ex status quo manager a signed copy of your biography. [#statusgo](#)

165 · 14 Comments



Speak the Language | Differentiate Your Experience

What is the role looking for?

What does the role description say?

What are some other titles and roles in their company?

What are the macro-trends of their industry?

Who are their competitors and what are they doing?

What were they recently in the news about?

✓ **Preparedness** – show that you have done your research

✓ **Search Engine Optimization** – more likely to hit the qualifications and key words they are looking for



Speak the Language | Differentiate Your Experience

How does your SigEp experience differentiate you?



“Among the four top-rated competencies in terms of need — critical thinking/problem solving, teamwork, professionalism/work ethic, and oral/written communications — the difference between the need and proficiency ratings are the greatest.”



Speak the Language | Differentiate Your Experience

Areas to Highlight

Interdisciplinary Teams

Stakeholder Communications

Financial Management

Accountability

Leadership

Conflict Resolution

Project Management

“I had never before had a position that had forced me to think strategically about how I could have an impact on an entire organization”

- Law Firm CFO (MO Mu)

Sales

Marketing

Event Planning

Change Management

Cross-generational Communication

Team Development

Curriculum Building

Presentations & Facilitation

Strategy Development

Working Through Disagreement

“SigEp teaches you how to function within a team and how to hold others accountable...”

-Financial Advisor (IA Eta)



Speak the Language | Differentiate Your Experience

Areas to Avoid

Acronyms

Drugs/Alcohol

Party Stories

“Greek” Speak

Inside Jokes

Overstating/Lying

Assuming understanding

What should I do if they bring up negative stereotypes of a fraternity?

What if they never were in a fraternity/sorority?



Speak the Language | Differentiate Your Experience

President

Leadership, Change Management, Vision Setting, Goal Setting, Team Management, Public Speaking/Facilitation

- Leading an organizational restructure
- Leading through sanctions / times of organization crises
- Making the right decision and not the easy decision
- Implementing SFF
- Planning a comprehensive strategic 3yr vision and supporting goals

Recruitment

Sales, Recruiting, Public Speaking, Marketing, Customer Acquisition Strategies

- Meeting/exceeding recruitment goals in a competitive environment
- Metrics driven quality improvement (e.g. GPA)
- Successful recruitment pitching for SFF
- Implementing/growing the BMS

Finance

Business Development, Corporate Sponsorship, Marketing, Event Planning, Creativity, Budgeting

- Inheriting debt from previous exec and working through it
- Increasing savings
- Increasing collections rate
- Increasing occupancy rate
- Strategic capital investments / improvements



Speak the Language | Differentiate Your Experience

Chaplain

Accountability, Feedback, Firing/Terminating, Conflict Resolution, Working through disagreement, Crucial Conversations

- Having to hold a roommate/friend/brother accountable
- Leadership through a period of low morale and sanctions
- Investigation and interviewing skills
- Making a decision in a tough situation with no clear “right” answer

Member Development

Personnel Development, Curriculum Building, Project Management, Organizational Culture Management

- Developing/overhauling a BMP challenge
- Launching/Managing mobile application adoption
- Hosting a particularly creative challenge event
- Increasing BMP participation and retention
- Managing an effective team of coordinators who hit strategic goals

Programming

Business Development, Corporate Sponsorship, Marketing, Event Planning, Creativity, Budgeting

- Budget management with rising insurance bills
- Creativity with SFF programming
- Seeking out and securing unique community / university partnerships

Communications

Marketing, PR, Stakeholder Communications, Strategic Communications, Press Releases, Writing, Editing

- Press release creation for events
- Crises communication coordination with HQ, Univ., Alumni
- Increasing alumni engagement
- Parent/Alumni newsletter



Speak the Language | Differentiate Your Experience

Committee Member(s)

- Similar core experiences as executive board
- What part did you play?
- How did it impact the organization?

“What they want to see is the impact you had on your organization ... you have to be able to **show that you changed your organization for the better**”

-SMU MBA Student (NE Alpha)

Examples:

The community service chair that built a standing relationship with the YMCA...

The standards board member willing to call in the chapter president for misconduct...

The BMS chair that raised an extra \$10k for the scholarship and increased applications 30%...

30 second sprints.

List 3 stories.



List 3 key skills/qualities.



| Start.

| 15sec.

End. |



Play the Game

Why This Matters.



Play the Game | Resume

Crafting Your Resume

- ✓ Speaking the Language should come across on your resume
- ✓ Are there any meaning metrics you can layer onto your experiences?
- ✓ A basic formula to follow: “*Achieved _____ by doing _____*”

Uncle Billy

(804) 297-1278 | uncle.billy@sigep.net

SigEp

Richmond, VA | January 2019 – November 2019

VP of Member Development

- Managed the rollout of a mobile application and achieved 93% adoption in three weeks through targeted end user adoption training
- Chair of the *Vision 2020* taskforce that has already achieved two of the four primary directives including the launch of the BMP App and the submission of a comprehensive Learning Community accreditation application



Play the Game | Resume

Recruitment Committee

- Collaborated with the VP of Recruitment and 3 committee members to plan and execute 9 recruitment events in 2 months
- Managed a pipeline of 250 potential members and assessed each based on a set of written recruitment standards
- Co-lead closing conversations and offers, securing 22 new members and growing the organization by 32% year-over-year

VP of Communications

- Increased attendance at events by 17% after overhauling communication practices and implementing a mass email and text service
- Editor-in-chief of a quarterly newsletter with distribution to over 2,500 readers

House Manager

- Identified an opportunity to overhaul the maintenance schedules and education approach of members resulting in a 23% reduction in facility damages and savings of \$4k



Play the Game | Interviews

Informational Interviews

- ✓ Over prepare
- ✓ Who is on the other side of the table?
- ✓ Your network is bigger than you think
- ✓ This is about relationships and recon – **not asking for a job**
- ✓ The only two asks you should make: Advice & Homework
- ✓ Always send a follow up

Hiring Interviews

- ✓ Over prepare
- ✓ Who is on the other side of the table?
- ✓ Everyone is an interviewer
- ✓ Be consistent
- ✓ Always send a follow up



Storytelling in an Interview

1

Identify Your Stories

2

Establish Your Framework

3

Tailor Your Delivery

Situation | give brief context to your situation

Task | what was the task you had to do in that situation

Action | what did you do

Result | what was the impact of what you did

Bow | what is a quick bow to tie the story together



Play the Game | Interviews

S.T.A.R + Bow

- ✓ **Situation** | *In 2017, my fraternity chose to redefine the new normal of greek life on campus by committing to providing a substance-free learning environment for all our members.*
- ✓ **Task** | *As a newly elected officer, I thought there was no way I could convince 40 college men I lived with to remove alcohol from our chapter house in under a year – but I knew I had a responsibility to try.*
- ✓ **Action** | *I worked with my executive team to create a three phase rollout consisting of (I) education, (II) alternative programming proof of concept testing, and finally (III) execution and accountability. Through each stage we empowered key individual change agents and held regular constituent feedback sessions.*
- ✓ **Result** | *I faced a lot of pushback initially, and even had to expel one of my close friends. But it soon caught momentum and our organization went on to win Chapter of the Year on campus. We've even reduced facility damage costs by 33%, and are now part of a national pilot program to help educate other organizations seeking to make such a transition.*
- ✓ **Bow** | *I learned that seemingly daunting tasks are best achieved through patient but tenacious team-based strategies.*

30 second sprints.

1. Situation

2. Task

3. Action

4. Result

5. Bow

Start.

15sec.

End.



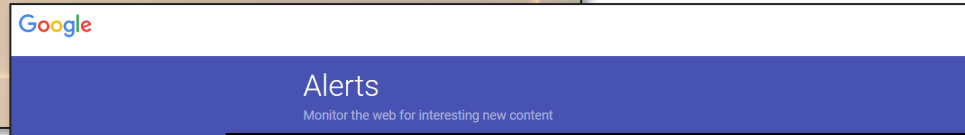
Tactics & Wrap Up



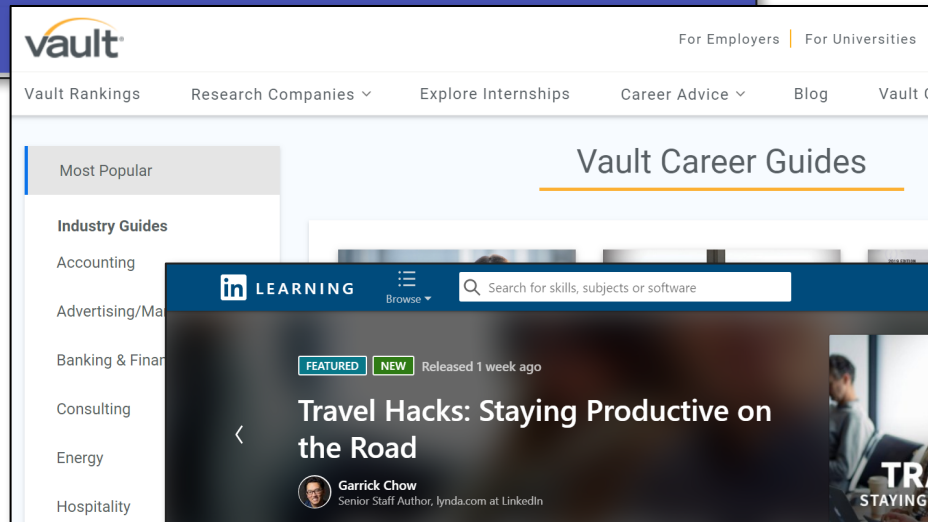
Tactics | A Few of My Favorite Things



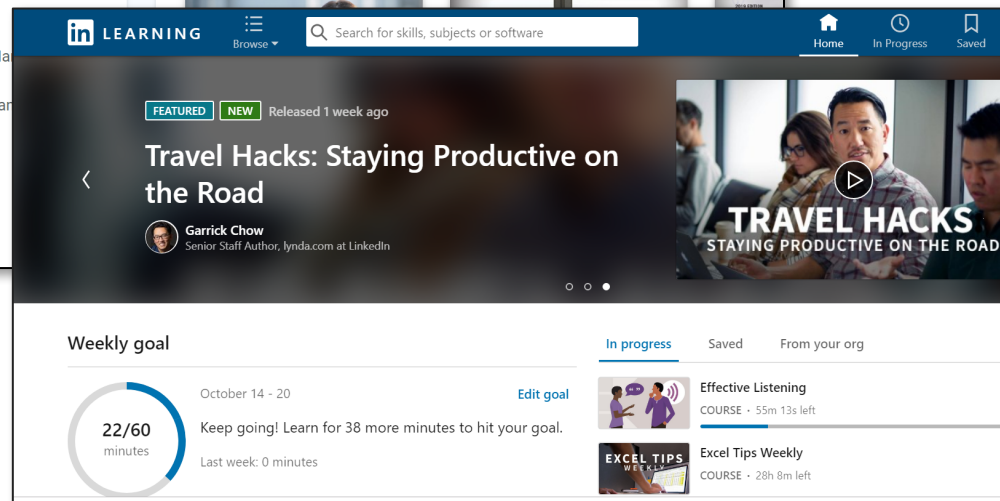
Personalized stationary for thank you cards
(~\$20 for a pack of 25)



Setting up Google.Alerts to stay on top of news related to the role/company/area of interest



Subscriptions to Vault, IBIS World, and other research tools if available through your university



LinkedIn Premium and LinkedIn Learning if available through your university

What Value Do You and Could You Bring Me?



Closing Thoughts

- ✓ **Speak in Their Language** | take the time to research the targeted role and identify your SigEp experiences and skill sets that best relate to it
- ✓ **Play the Game** | use STAR + BOW to share your experiences in a clear and concise way during interviews – whether it's informational or hiring
- ✓ **Tactics** | utilize all the resources at your disposal; always remembering that some of the best people to help you craft your SigEp experience are your own brothers

If you don't have or don't like your SigEp experience

... go make one.



Speak the Language to Play the Game

Articulating Your SigEp Experience

Matt Huggins

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LIFE AFTER COLLEGE



• SIGMA PHI EPSILON •

