

Benefit Statement

Introduce Yourself with Style!

CENTER for
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LEARNING

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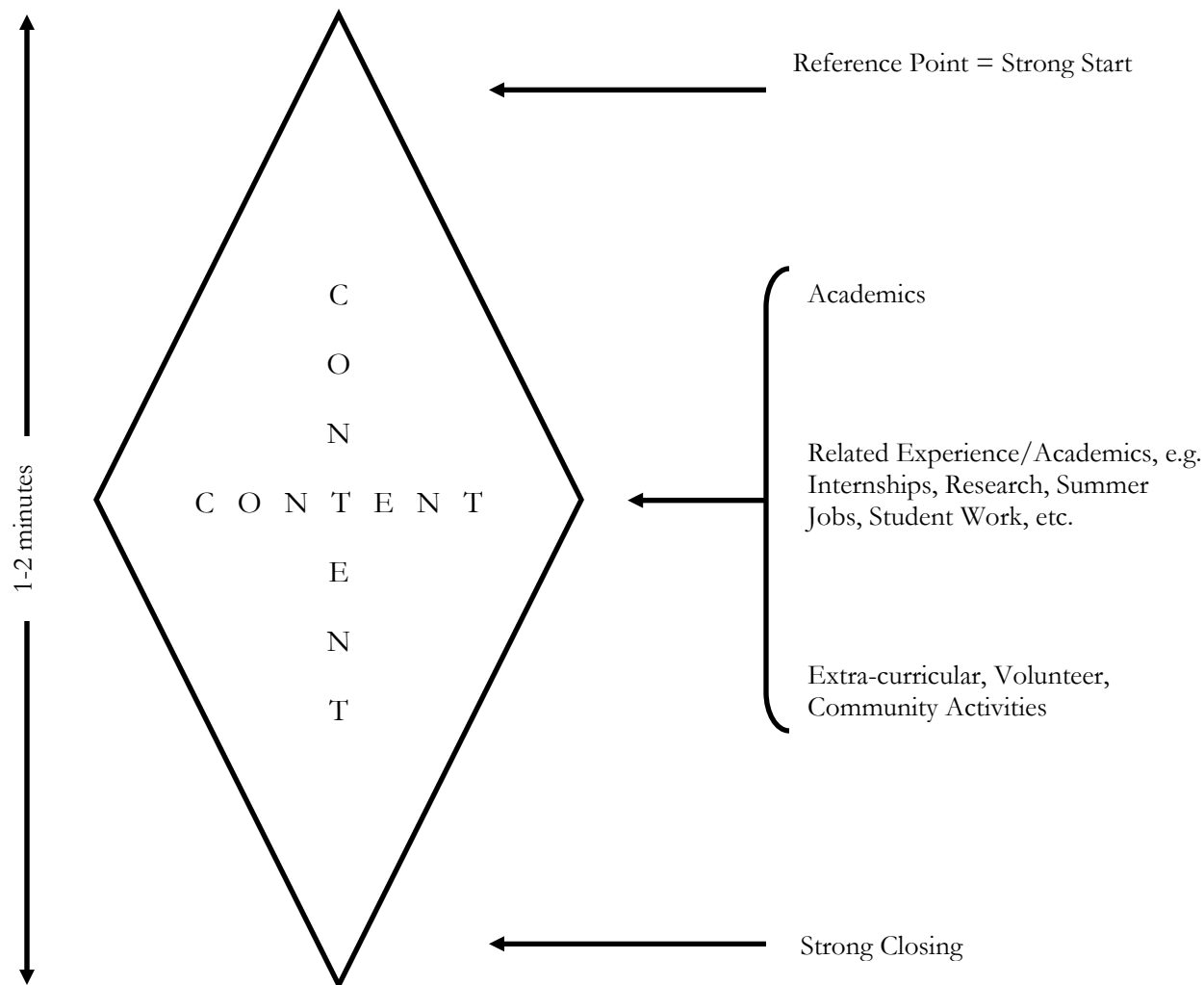
ST. OLAF COLLEGE

At the beginning of an interview, you may be asked to give a brief statement describing your background and how you can add benefit to the particular organization at which you are interviewing. The question may be phrased in a variety of ways:

- Tell me about yourself.
- Summarize your background, highlighting the experiences most relevant to the position/this organization.

No matter how the interviewer chooses to frame the question, your task is the same: in less than two minutes, give a strong, concise statement about yourself that will capture the interviewer's interest.

Use the diamond communication model to frame your benefit statement:



St. Olaf College – Center for Experiential Learning

Career Connections

Internships

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Entrepreneurship

Phone: (507) 786-3268

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Use your resume as a guide in developing your benefit statement. Write a draft of the benefit statement and make an appointment at the Center for Experiential Learning to have a counselor provide feedback. Then rewrite, edit and polish the benefit statement until you are comfortable with it; practice delivering it until you can say it comfortably and naturally.

A well-written benefit statement will create an underlying theme that you will return to during the interview to stress the knowledge, experiences, skills and personal characteristics that make you an outstanding candidate.

Here is an example of a benefit statement:

I am a senior majoring in English with a concentration in Management Studies. My academic background includes coursework in writing, interpersonal communication, and persuasion as well as accounting, management and marketing. In addition to my academic background, I have had several practical experiences that have enhanced my problem-solving and organizational skills. This year as co-executive editor of the Manitou Messenger, I manage a student staff of twenty and direct the weekly publishing of our campus newspaper. As a production intern with KARE 11 during the summer of 2005, I interacted with the public in following up on story ideas, produced segments, wrote scripts and assisted with last-minute preparations for the show. Last summer's internship was really exciting for me. I worked with The Murphy Group as a public relations intern, assisting the PR director with representation and publicity of various accounts. I have also been involved in various extra-curricular activities while at St. Olaf; I served as a junior counselor, solicited donations through the phonathon and acted as a tour guide for admissions. I believe that the combination of my coursework and practical experience has given me the communication, management and teamwork skills necessary to succeed as an account executive.

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