

# Reframing

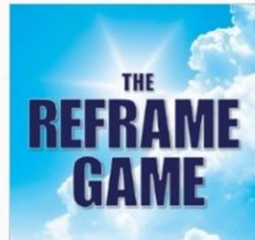
COM 3401 Business and Professional Communication



Yes, a job interview can be nerve wracking, but it doesn't have to be.  
Today I will give a motivational lecture to put us on track for interviews.

## You have things to offer that nobody else does

- 7 billion in the world but nobody has your exact experience.
- Articulate why your unique experience is the perfect fit.



There is, simply, no one exactly like you.

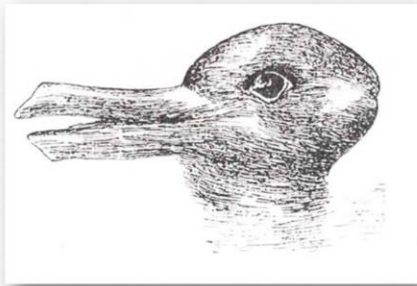
What are the odds of that?

Imagine in some alternate universe that there could be thousands of versions of the same person! Hard to picture, because even clones can't have identical life experiences, right?

The interview is your chance to show that you will bring things to the job that no one else has.

In the interview, you should emphasize the best you have to offer. Even reframing your perceived liabilities as assets.

## Optical illusions



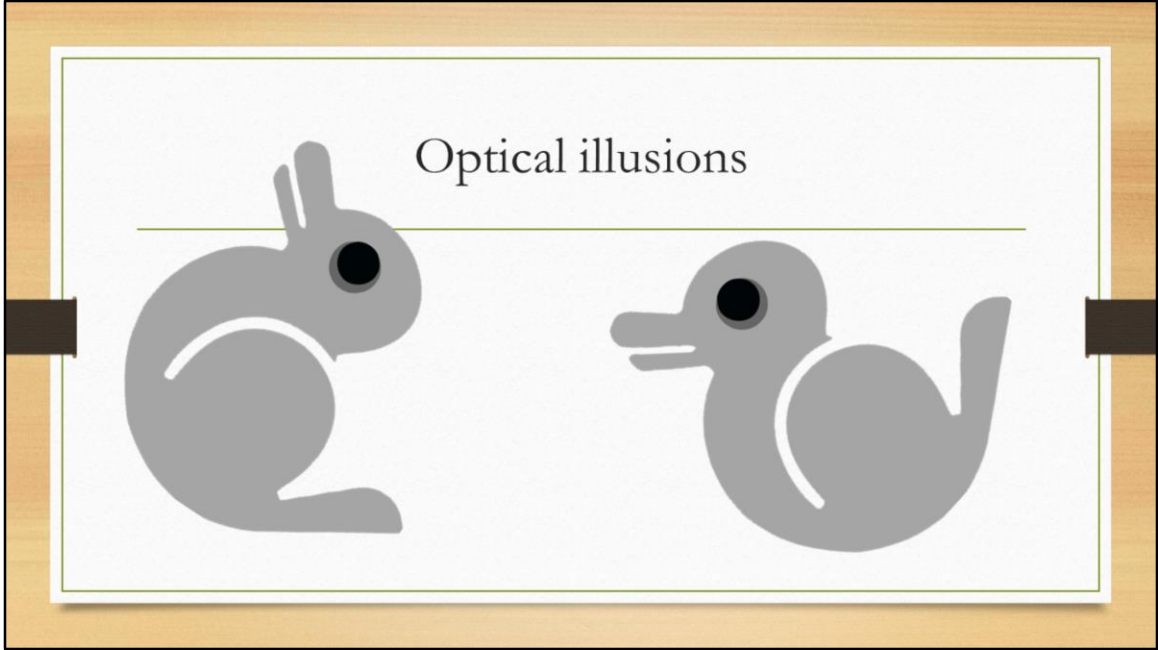
What is reframing?

Its our capacity to see the same thing in different ways. Neither one incorrect, just different.

Do you see a duck or a bunny?

A young lady or an old lady?

You're both correct.



The same thing can take on a different meaning if we look at it in a different way.

## Perspective



Another way of talking about it is perspective.

## Weaknesses are the downside of strengths



“I am hard on myself.”

“I’m rarely satisfied with how things are. I’m always pushing and challenging myself.”

The beauty of it is, you don’t have to conceal part of yourself. You just take a glass that is half empty and describe it as half full.

This shouldn’t be about distorting the truth. Instead, it’s the recognition that things can be equally true from different angles.

## Weaknesses are the downside of strengths



"I tend to be pessimistic."

"I tend to anticipate challenges and prepare for different outcomes."

It can be difficult to be optimistic. But optimism means seeing the bright side by excluding all the dark possibilities. Perhaps pessimism can be reframed as an asset, a more realistic way of seeing things?

## Weaknesses are the downside of strengths



“I would rather be daydreaming than working on something concrete.”

“I have a vivid imagination and creative spirit.”

The same things that seem to count against you are the same things which make you a unique individual. Maybe people say you're a dreamer. But what would the world be without dreamers? Doesn't innovation and progress begin with a dream?



## Weaknesses are the downside of strengths



“I spend too much time being fearful and anxious.”

“I’m careful. I don’t rush into things without considering possible outcomes.”

It could be argued that worry is a perfectly sane response to life. The news keeps us anxious. Anything that can go wrong, usually does. Try looking at the positives and seeing the function that a perceived deficit may have that you haven’t noticed.

## Weaknesses are the downside of strengths



"I'm a control freak who wants to make everything come out the way I want it."



"I have a fairly fanatical attention to detail and don't cut corners."

So you have a controlling side to you. Well, try to use that towards the betterment of the world. Look at great leaders, how precise and driven they are. Look at innovators like Steve Jobs who had a specific plan he wanted to execute. The point is that there are multiple ways of being in the world and, at least during the interview, draw out the advantages of your behavioral quirks.

## Weaknesses are the downside of strengths



“I would rather do fun stuff with family and friends than work.”

“I never lose sight of my values. The importance of friends and family.”

“Actually, Dr. Lee, I really don’t care for work. Its just something I’m forced to do.”

Ok, how can we reframe that? First of all, doesn’t that seem pretty normal?  
Employers often want a worker who puts in an 8 hour day but doesn’t burn out.

## Weaknesses are the downside of strengths



“I obsess too much.”



“I am extremely thorough when given a task.”

If anybody has experienced compulsive thinking you know it can be unpleasant. But did you know that a hyper-focused worker is often a great employee to have?

## Weaknesses are the downside of strengths



“I would rather blow off work for the sake of relaxation.”

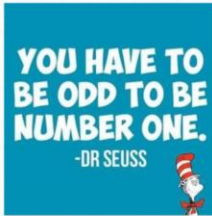


“I maintain a balance in my life and avoid burnout through self-care.”

This one is similar to the “I’d rather hang out with friends” one. But employers probably don’t want a workaholic who never goes outdoors because they are too busy staring at the computer.

You have things to offer that nobody else does

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I hope this exercise has been helpful. Now it's your turn. Make a list of the things you think are undesirable and then try to think of examples of where it has actually benefited you.

Just to be clear, I'm not saying that you shouldn't strive to improve if your actions and attitudes are holding you back.

But reframing involves self-awareness and self-acceptance, first. Then, trying to steer your same inclinations towards a more productive and creative direction.