Hey there, I'm Natalie Fisher. I'm a six-figure business builder, a mom of a two-year-old, the recoverer of a ten-year narcissistic relationship, and now in a super healthy one, and most of all, I'm a human who's figuring this out with you. This podcast is about how to use your mind to thrive in your career and create the subconscious breakthroughs that you need to get there, the subconscious blocks that you don't even know you have to achieving your highest levels of earning and your best... zone of genius, moments and days in the flow. That is my goal for you. Let's dive into the episode. And before we dive into today's episode, I want to remind you that I'm the coach who is always going to point you back in the direction of your own wisdom. And so before we get started, I want to remind you, listen to your own wisdom first. This means listen to yourself first and me second and anyone else for that matter. Take what resonates and throw away what doesn't unapologetically. I won't be mad, I won't be offended, in fact I will be proud of you for doing so. Because I know from a lot of personal experience that anything is only as effective as the amount of resonance that it has within your uniquely built brain. And something is only gonna work if it feels right to you and if you believe in it. Or if you want to do the work to believe in it. And that's what I'm here to help you do. Your inner wisdom is infinitely more valuable than mine when it comes to getting your outcomes and for what you are here to do on this planet. So I'm here to help you steer that wisdom in the most powerful way possible. I'm so happy you're here. I'm so glad you're here part of this. I'm so glad we're here on the planet at the same time. Let's dive into today's episode. You can tell a story that includes all of the four categories, situation, task, action, result. and that story can still fall completely flat. I'm going to give you an example of a story that fits the star method that falls flat and after a story that fits the star method but gets you hired actually has a direct impact on someone hiring you. Example one situation. I was called into my boss's office. They told me they had an assignment for me. Task. They tasked me with the office move of 70 people. Action. I executed the office move efficiently. Results. The move went well. We got from point A to point B, all of our furniture, all of our people, no hitches. It worked out really well. That's answer one. Okay. Now, technically that checks all the boxes. It gives you the situation. It gives you the task. gives you the action you took and it gives you the results. But it doesn't give you what's missing, which is emotional resonance. They couldn't feel anything from that story. That story is boring and it would fall flat in an interview. It didn't give them very many details. It didn't give them anything to say, hmm, this person did something differently. It just says this person was capable of doing something successfully. Right, so are all the other people that we interviewed. So this is where the example is really going to come to life. Example two. Tell me about a time you handled a challenging situation. Sure. So I was working at my desk and my boss came up and he said, Natalie, we need to talk to you in the office. We've all gathered. Would you meet us there in a couple of minutes? Me? Okay, sure. This sounds serious. I get up, I go into the office. What could they possibly want? They sit me down and they say, look, we have a project we need you to work on and it's really high stakes. It's really important that we can trust the person that we ultimately assign this to. If you don't feel comfortable taking it on, you don't have to because it's a high stakes project. And if you don't succeed at it, it's going to be a problem. I'm like, okay, what is it? They say, we need to get this office moved. We've signed a lease for a new space. This is our timeline. We're gonna need the new office move happening within the next month and we need you to orchestrate it. We need you to plan it. Now, here's the caveat. We can't have any downtime. We need all of the equipment, including the servers and everything moved,

and we need everybody on board. If there's any downtime, that's gonna be a big issue and it could put the company at risk. So I just want you to understand how important this is. We need this done properly. I'm starting to think about it. want to be somebody who is a team player. I want to cooperate. So I say I'm in no problem. I got this. Okay, so I leave the office. I leave the meeting room and the first thing I do is I start Googling how to do an office move, how to successfully execute an office move. What comes up there are a bunch of books on Amazon. Okay, perfect. I'll get approval. I'll order a bunch of Amazon books and I'll start with those. So the first book with the first page I open up says this. it says the person who's usually assigned the office move is not qualified or equipped to deal with such a big task so they often end up demoted or out of a job by the time the move is complete. i start freaking out at this point because especially what they just told me right they're telling me like oh you have to do a good job of this if there's any downtime it's going to put the company at risk this is a high stakes project So I'm freaking out at this point. I need to make sure that I cover all my bases. So what do I do next? I have a little freak out. I'm like, okay, this is what I'm do to ensure this goes well. I ordered a bunch more books. I gathered all the checklists I could find for office relocation so I don't miss anything. I've got everything there. And then I start to work out subcategories of tasks. So I can't possibly cover everything here. I do not know what the IT department will need to move or what moving pieces will have to happen in IT. I don't know what will have to happen in development. I don't know what will have to happen with operations. I don't know what will have to happen with the executives. I decided to assemble what was called a relocation team. I need somebody from each department. to gather every week to make sure we've got all of our bases covered. Now this includes someone from IT, someone from development, someone from operations, someone from the exec team. I need one representative from each team every week. And if they can't attend, then I'm gonna need them to review what we discussed and weigh in with any comments. I got everybody on board and. That made me already feel better. Cause I was like, okay, it's not all on me. And I know that I need to rely on other people's expertise here because I can't possibly know every single detail of what's going to need to be included. These meetings went really well. I presented what I had. This is where we're at. This is the timeline. This is what's going to get done at this time. And this time the team really stepped in. So the IT guy would say, Hey, are you missing this? Do you have a file for this? We're going to need to do this. And I was like, I have no idea what that is. I'm going to need your help with that. And we collaborated and we got the thing done. On the day of the move, we were feeling ready. We had relocation team t-shirts for the people who were on the relocation team and we were ready to go. We had communicated everything to everybody. Everybody's boxes were labeled, but we had a hitch that we did not expect. was something happened in the server room and there was like a minor little explosion in the server room. So on the day of I had to do some damage control. I was like, oh my goodness. I had to go, I had to call an electrician. and I actually had to get someone who could get me an electrician who was available on short notice on the weekend because we were moving over the weekend and I got the electrician in thankfully he fixed the problem and we were able to continue our move without any issues but that only happened because I had planned everything else out so well so with that said the move went off not without a hitch but hitches were had but they were managed because we had the planning and the foundation in place and At the end of the day, we got everything done, everything got from point A to point B, and we had a successful move. And I was actually

promoted. It set me on a path to growth. So it set me on a path to get assigned more projects that maybe someone else wouldn't be able to take on. I became the person who took troubled projects on because I was able to handle something of that caliber. And put me on the map as somebody who could do this. From that experience, I really learned a lot and I learned that I couldn't rely on myself, just me, to try to figure all those things out. There's no way I could have had all that expertise myself. So if you're looking for somebody who is a team player at her core and actually really wants to get other people involved and help use the expertise of the people around me, that's one of the things that I do really well. The end. Story one, very short, very boring. Story two. humorous, more engaging, gets people more along for the ride. It shows a bit of vulnerability. So it's showing, hey, you know what, you didn't always have it all figured out. You didn't know always what was going on. You had a hitch happen. Like you had a bit of a panic situation and you handled that. It takes you on for a little ride of my life. This is what happened. And this is what people are usually afraid to do. but these are the stories that will actually get you hired. They will directly have somebody engaged in what you're saying. And when someone is engaged in what you're saying, they are now releasing different chemicals in their brain that are saying, hey, you know what? This person is somebody we want around. We want them in a crisis. We want them when we need to figure these kinds of things out. We want someone like that in charge. That is what I was able to bring to the table just in a story that I told that maybe was like four minutes long. This story alone got me into many other jobs after this. Stories like this will create your career for you. The STAR Method may be dead, but it can be revived. I just showed you how. If you would like to learn more about how to create emotional resonance in an interview, it is part of my 90-minute free training, which you can sign up for below. It is mechanism number three. And I talked to you all about story resonance, why it's so necessary, why you will stand out with it, why it is one of the things that people can't put their finger on exactly why they wanted to hire you. But they do, they feel drawn to you because of the way that you told the story. Stories make people fall in love with you. Stories make people want to bring you back for second rounds. And stories ultimately make people want to make the commitment to you. If you have a story, but it doesn't resonate emotionally. It will fall flat. It will not work. When you're up against other candidates, when you're down to the last two to three people, there needs to be different factors that make you stand out. Get that training. It's free. It's 90 minutes. I talked to you about four mechanisms that will help you land the job. The first one is dedicated to those of you who are not getting any interviews right now. You're not getting interviews. You're feeling like opportunities are scarce. Second, third, fourth are the mechanisms that help you close the offer. You will need to do more than most candidates are doing. And by that, I do not mean get more certifications or get more experience or get more of some knowledge of software. You need to communicate what you already have and I show you how to do that. I've helped candidates from all over the world land higher paying positions with these tools. Don't miss out, grab that workshop now. You can start watching it immediately.