



### **Selling Yourself: Interviewing**

The combination of rigorous training and a passion for problem solving makes actuaries uniquely qualified to help businesses navigate today's complex environment. You know this. The question is, does a potential employer understand all that you bring to the table? Selling your experience and skills during a job interview is key.

No matter what phase of your career you are in, it is important to know how to highlight your skills and talk about what you do in a language that everyone can understand. Read on for tips about preparing for interviews and suggestions on how to deliver a solid sales pitch about your value to a potential employer.

### **Featured Articles:**

Successfully interviewing for a new position is about having the right mindset, marketing yourself and accentuating your skills. Read the following articles to prepare for your next interview.

- [A Winning Mindset](#)
- [Interviewing Techniques](#)
- [Telephone Interviewing Made Painless](#)
- [Marketing Yourself: Creating a Successful Sales Strategy for "ME, Inc."](#)
- [How to Get Clear on Your Ultimate Value](#)

### **Spreading the Word about Actuaries While Interviewing**



This is the first of a series of articles geared at arming you with the information you need to explain the actuary's role in today's business to your colleagues, peers or other professionals. Each article will feature a different scenario, providing you with a variety of ways to talk about how you are turning risk into opportunity. Stay tuned for additional scenarios in upcoming editions of *ImageWatch*.

*Scenario: You sit down at a job interview and the interviewer asks, "So, why do you think that we need an actuary to do this job?" How can you give a well-rounded, quick and effective answer to this question that highlights your rigorous training and the benefits that you bring to the table?*

Consider saying something like: "The rigorous training actuaries receive provides a more holistic perspective on risk. Actuaries use qualitative and quantitative methods of measuring risk, which sets them apart from other risk management professionals." This comment is a great lead-in to talking about a specific experience from your past where your training prepared you to provide a unique solution to a complex business issue.

For more advice about what to say and do in a variety of scenarios to highlight your skills, your position and your profession, visit the [Scenario Planning](#) guide.

### **Pioneer--John Dewan**



John Dewan, FSA, began his actuarial career in a fairly typical way—working for an insurance company. It didn't take long, though, for his love of baseball



to give him the run signal and send him to another base. Here's how Dewan managed his passion and training into a winning team.

**What's the Story Behind Our New Pioneer Images?**

**How Actuaries Have Turned Risk into Opportunity**



**Did you know?** The 2002 Sarbanes-Oxley Act put a greater responsibility on a company's Board of Directors to manage all of an organization's risks, putting a spotlight on the importance of Enterprise Risk Management (ERM). As a result, actuaries began assuming the role of strategic risk managers in instituting what is essentially a cultural change in a company's operations.

Keep this fact in mind during your next interview--it's a great way to highlight the need for actuaries in today's business. Want to learn more interesting facts about the profession? Visit the interactive [timeline](#) of the profession on [ImageoftheActuary.org](#).

**\$100 For Your Thoughts?**

It sure beats a penny for your thoughts, right? It's time for the ***ImageWatch 2009 Readership Survey*** and we want to hear from you about what you think about [ImageoftheActuary.org](#) and the *ImageWatch* e-newsletter. The anonymous short survey will take no longer than 5-10 minutes of your time. As a thank you for taking time to complete the survey, participants have the opportunity to enter a drawing for a \$100 American Express Gift Card. The winner will be drawn March 4.

**Click here** to participate in the survey. **To ensure the anonymity of responses, at the end of the survey you will be linked to a new window where you can enter your name and contact information for the drawing.**

**Next Month in ImageWatch: E-Communications**

We want to hear from you! The next edition of *ImageWatch* will focus on the valuable role that e-communications play in today's businesses. Tell us how you use e-communications to network through the poll on the [www.ImageoftheActuary.org](#) home page, then check out next month's edition for the poll results.

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