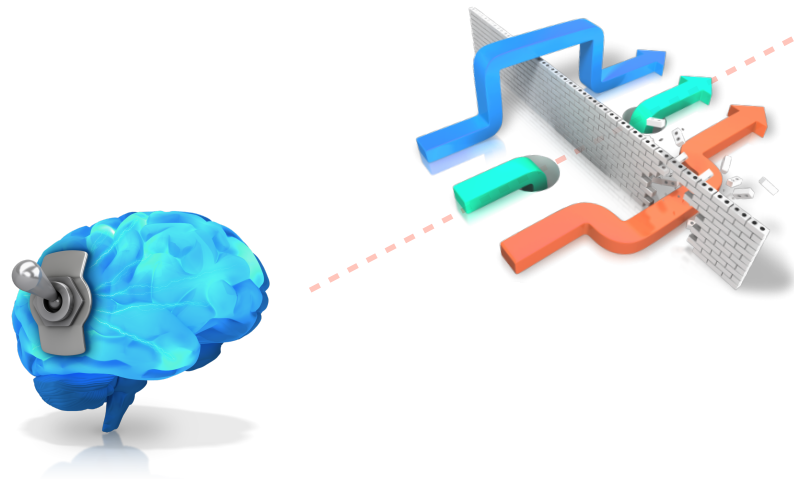


# Using Introvert Strengths

*for*

## Effective **JOB** Search



Gabriela Casineanu, MSc, MBA, ORSC



GabrielaCasineanu.com  
*Thoughts Designer*



*You're not only a fashion designer, you also design thoughts!*  
*What a sensitive fabric you work with! ~ R.D.*

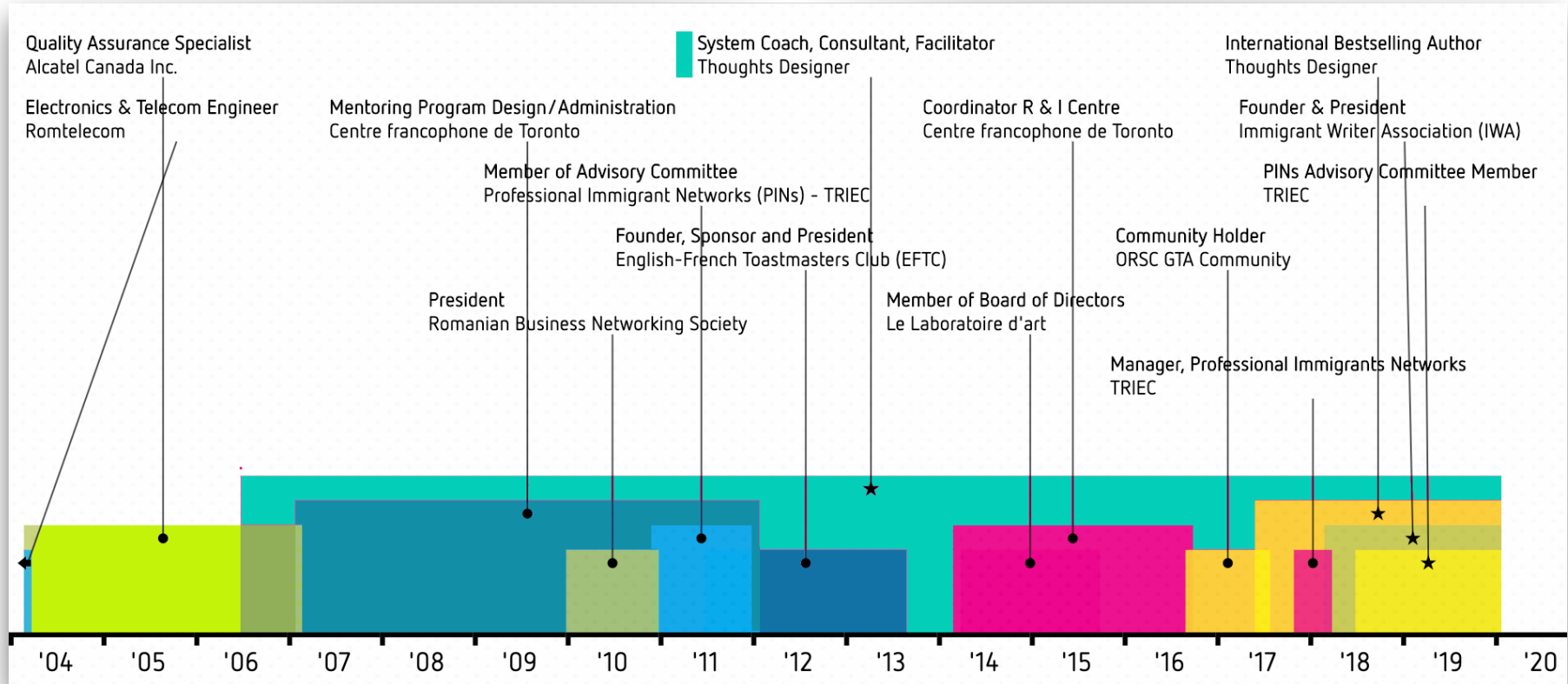
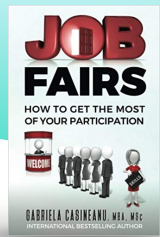


GabrielaCasineanu.com

*Thoughts Designer*

## Gabriela Casineanu

- Introverted Romanian-Canadian
- Passionate about building a better world by tapping into Introvert Power
- Teach "Advance Your Career" at York University—Glendon Campus
- 10+ years > System Coaching approach to employment counselling (1-on-1, workshops)
- Award-winning and bestselling author (10 books)

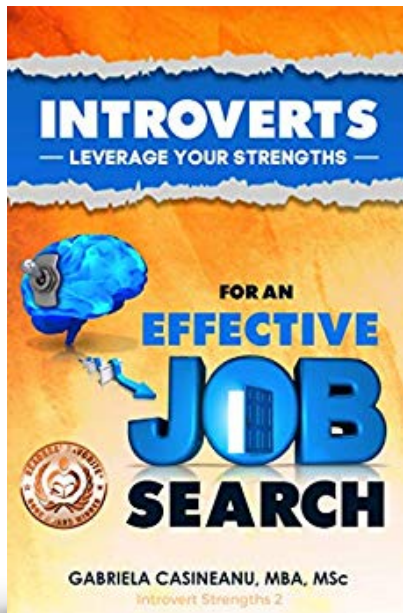


# AGENDA

1. Why introverts need a different approach to job search
2. Differences between introversion and extroversion
3. What are the introvert strengths?
4. Your turn! (exercise)
5. How to serve introverted clients more effectively
6. Q & A

# 1. Why introverts need a different approach to job search

Western world appreciates more the extroverted behaviour?



## Five things introverts don't like:

1. Networking Events
2. Sell Themselves
3. Talk (especially small talk)
4. Attention/Limelight
5. Supervision/Authority



What image will you project?

# 1. Why introverts need a different approach to job search (cont.)

## Myers-Briggs Type Indicator® (MBTI®)

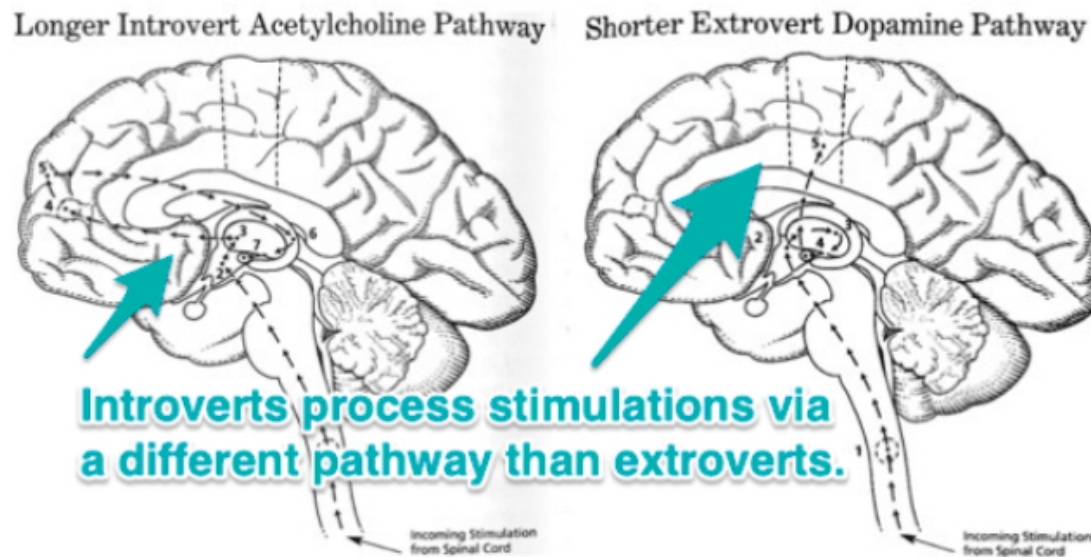
**Introverts** represent **48.1%**

Research Department of Psychometrics Canada report (2008) based on a sample of **58,000** MBTI® assessments in Canada in English

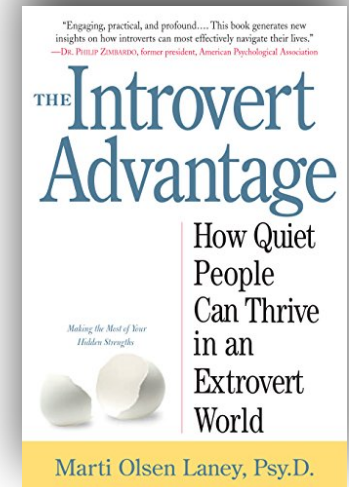


## 2. Differences between introversion and extroversion

- Come from how introverts and extroverts process stimuli:



- Born this way
- Energy (brain consumes 20%)



## 2. Differences between introversion and extroversion (cont.)

### Extroverts

- Energy (interacting)
- Confrontation
- Focus on what is
- Talk about themselves
- Networking (strangers)
- Tell not show
- Outwardly motivated
- Verbal communication



### Introverts

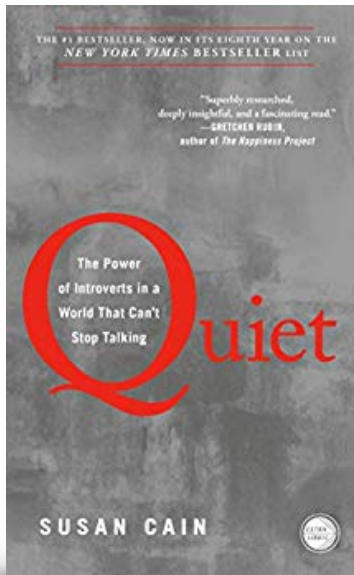
- Energy (alone, nature)
- Collaboration
- Focus on what could be
- Talk about meaningful things
- Networking 1-on-1 (known)
- 'Show' not tell
- Inwardly motivated
- Non-verbal communication

?

Shy person = Introvert

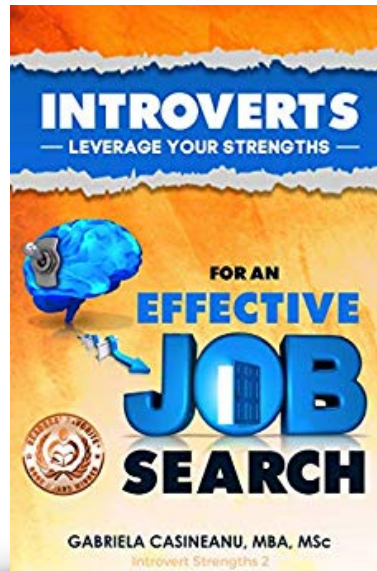


## 3. What are the introvert strengths?



← 160+ introvert traits, difference between extroverts & introverts

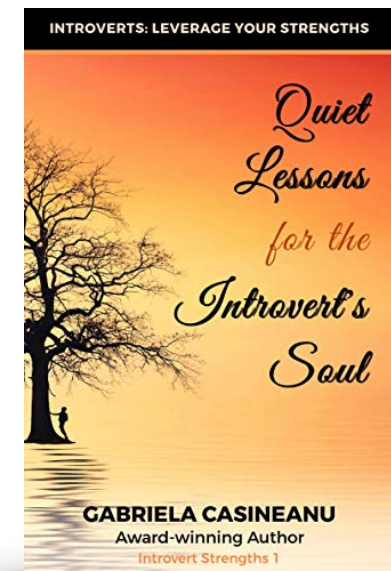
Traits > Strengths  
How to apply  
160+ introvert strengths to job search



Download list (30):



IntrovertStrengths.com



# Some of the introvert strengths

- Strategic thinkers/ Big picture view
- Lots of ideas
- Build genuine relationships
- Interested in meaningful topics
- Ability to deal with complex situations
- Love to collaborate
- Creative problem-solving
- Process-oriented
- Thrive in nurturing & supportive environment



- Great observers (inner and outer world)
- Interested in self-growth
- Curious
- Great listeners
- Good at research
- Like to help others
- Find motivation within
- Prefer to work independently
- Excel in non-verbal communication

## 4. Your turn! (exercise)

**How would you encourage introverted clients to use these strengths for job search?**

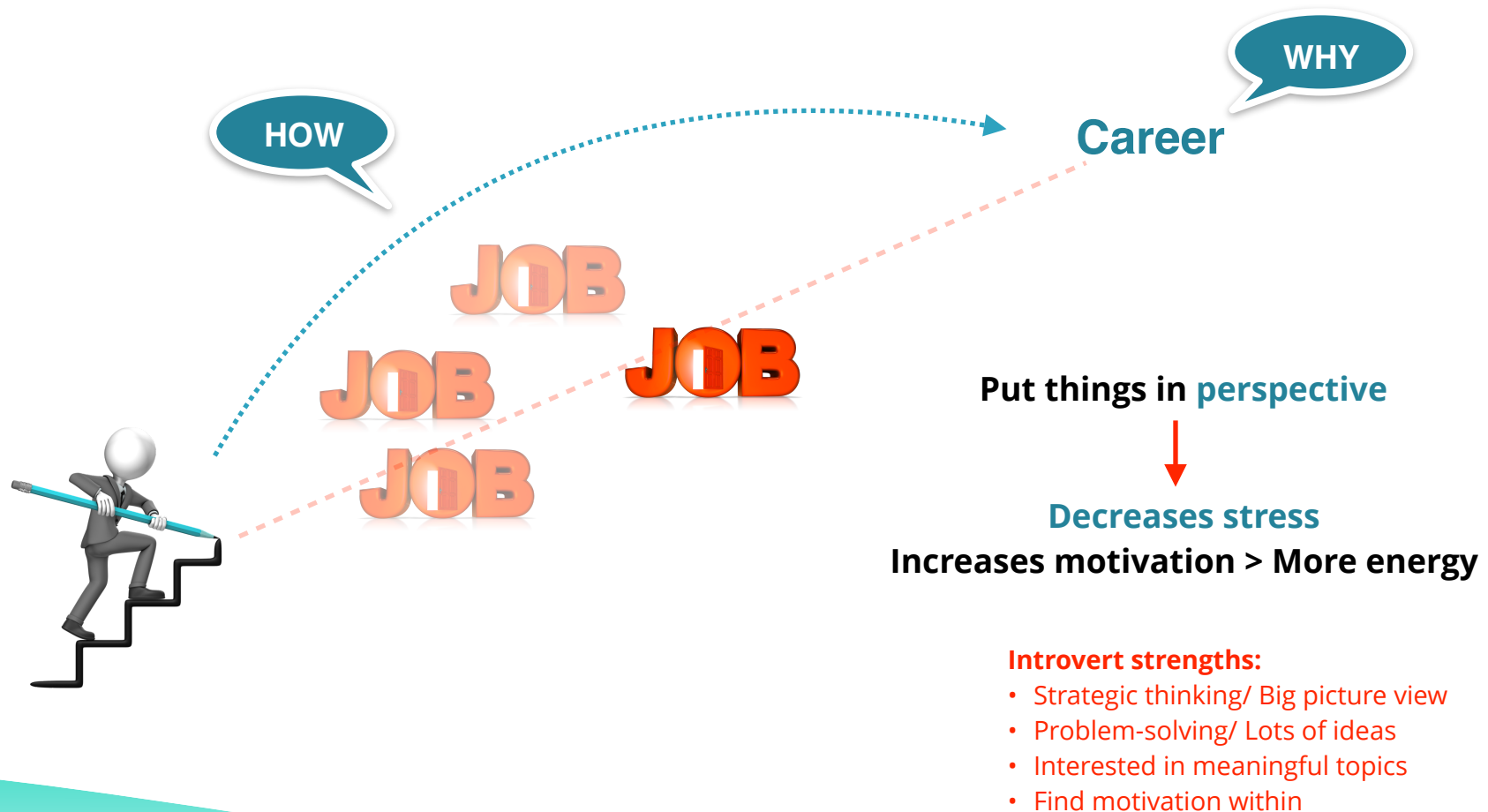
- Strategic thinkers/ Big picture view
- Lots of ideas
- Build genuine relationships
- Interested in meaningful topics
- Ability to deal with complex situations
- Love to collaborate
- Creative problem-solving
- Thrive in nurturing & supportive environment
- Process-oriented



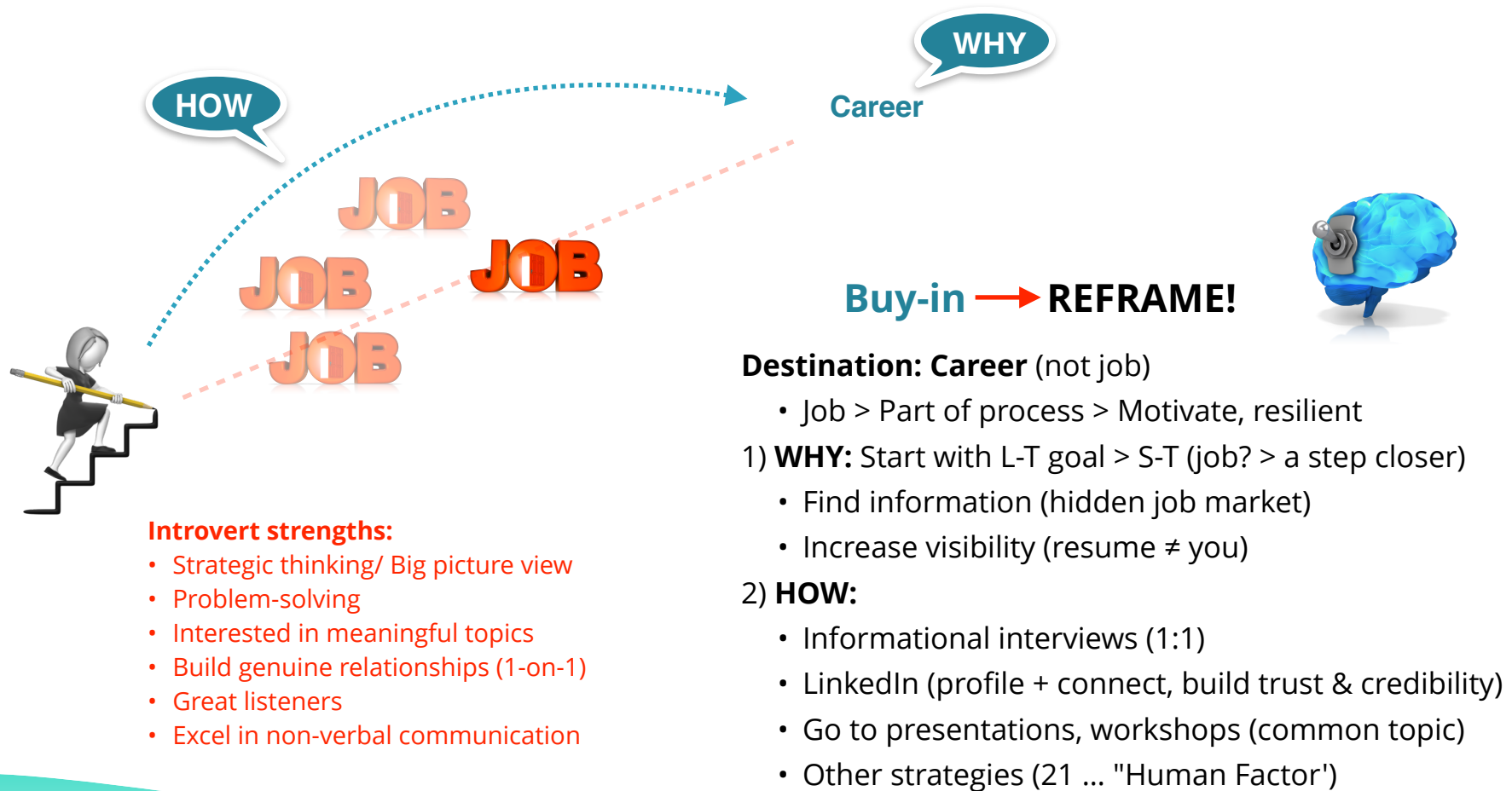
- Great observers (inner & outer world)
- Interested in self-growth
- Curious
- Great listeners
- Good at research
- Like to help others
- Find motivation within
- Prefer to work independently
- Excel in non-verbal communication



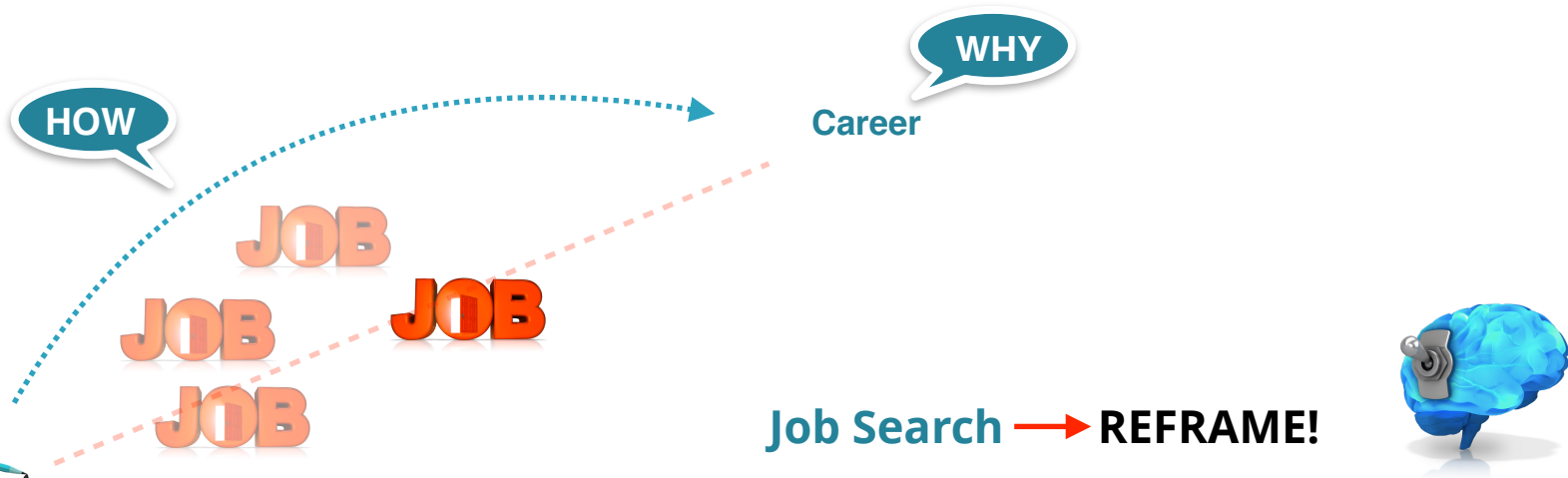
## 5. How to serve introverted clients more effectively



## 5. How to serve introverted clients more effectively (cont.)



## 5. How to serve introverted clients more effectively (cont.)



### Job Search → REFRAME!

#### Introvert strengths:

- Strategic thinking
- Process oriented
- Creative problem-solving
- Good at research
- Prefer to work independently
- Interested in self-growth/ Curious
- Ability to deal with complex situations

- Job Search Process/ Project
- You are the **Project Manager!**
  - What do you need to make it more effective?
  - How to find what you need?
  - What did you learn so far?
  - What can you do differently next time?
- Job search is a **self-growth** journey: along the way, you build the skills you need to achieve your L-T goal

## 5. How to serve introverted clients more effectively (cont.)



### Introvert strengths:

- Strategic thinking
- Problem-solving
- Curious
- Good at research
- Interested in self-growth

Networking

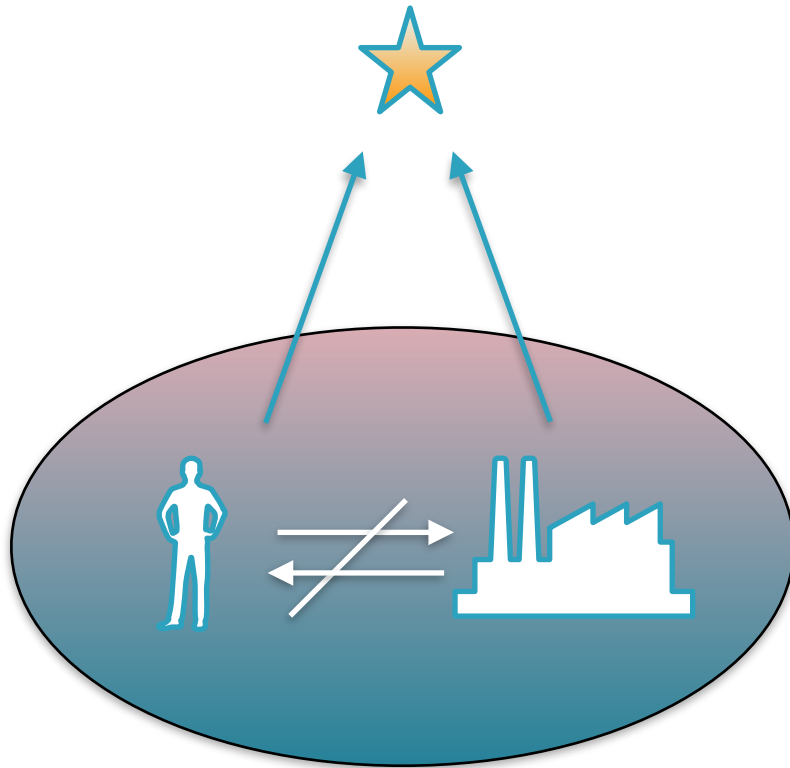


**REFRAME!**



- ~~Networking~~ > Find information, visibility
- ~~Volunteering~~ > Contributing
- ~~Small talk~~ > Ask yourself WIIFM
- ~~Inner-critic~~ > What is trying to protect?

## 5. How to serve more effectively the introverted clients (cont.)



**Interview → REFRAME!**



- **Sell yourself** > It's not about you!
  - Help the employer understand how you can help
  - Let examples (achievements) do the selling for you
- **Small talk**
  - A way to build a relaxed atmosphere; Ask WIIFM
- **Attention/Limelight**
  - Your chance to know the potential employer
- **Supervision/Authority**
  - Equal power: employer needs your skills/expertise too

### **Introvert strengths:**

- Love to collaborate/ Want to help
- Interested in what could be
- Thrive in a supportive environment
- Great observers (inner and outer world)



## 6. Q & A

We talked about...

- Why introverts need a different approach to job search
- Differences between introversion and extroversion
- Do you know the introvert strengths?
- How to serve introverted clients more effectively



*What a sensitive fabric **we** work with!*

THANK  
YOU



**Booth 131**

Gabriela Casineanu



GabrielaCasineanu.com

*Thoughts Designer*