

gumption.

# Telling Your Story With Intention.

AASCEND Job Club.

Kelly Roehm, Founder & Chief Career Strategist

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# Hi.

I'm a career coach, speaker, writer, and the founder of gumption. With over 20 years of experience in career strategy, leadership development, and organizational growth, I'm known for disrupting the traditional career playbook.

I don't believe in surface-level career tips or one-size-fits-all advice. I blend clarity, confidence, and the tools to take action. I mix it all with high-impact insights, warmth, humor, and just enough boldness to spark real change.

Founder of gumption.

Award-Winning Career Coach

favé celebrity: Dolly Parton

Lives in Cincinnati, OH

Laminated pastry enthusiast.

Favorite drink?  
Diet Coke



☀️ or 🌙 ?  
Day

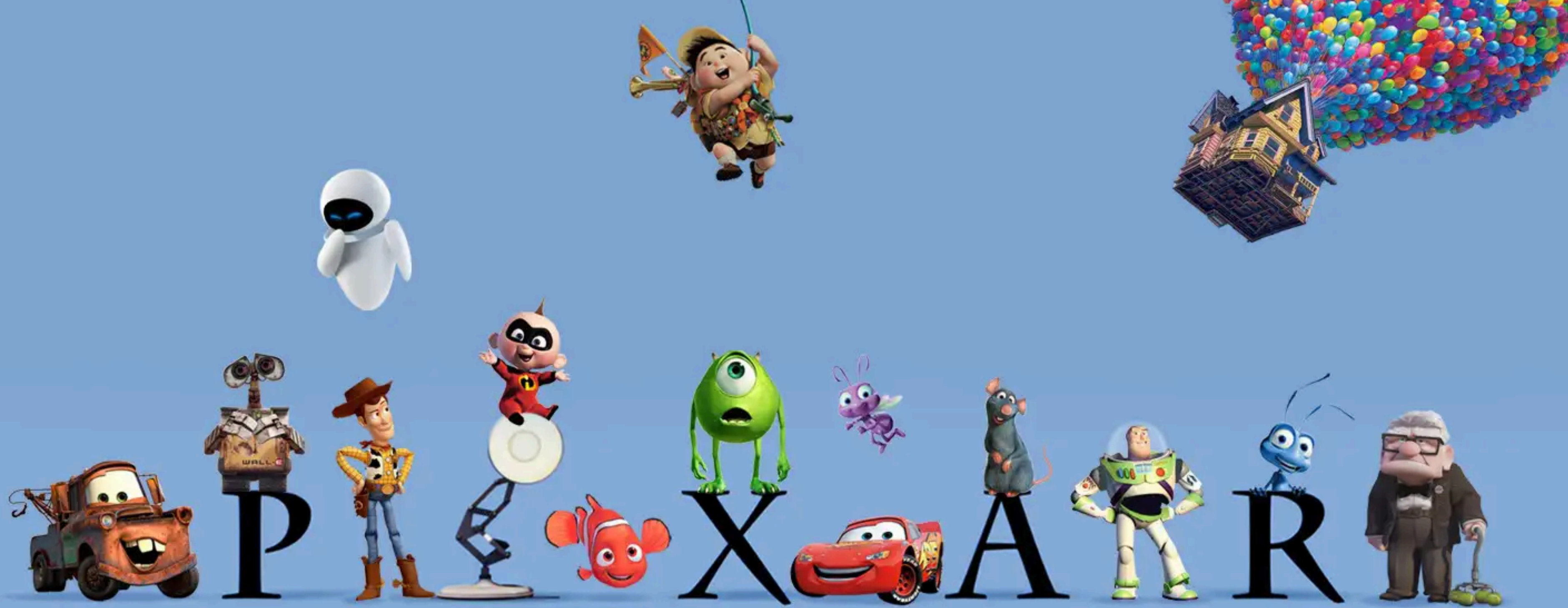


# *What we'll cover...*

- What does it mean to “tell your story”?
- A new way to think about interviews, conversations, and confidence
- Tools you can use—starting today









# What's Your Story?

*“Tell me about yourself.”*

- 😓 Hardest question in an interview.
- 😬 Easiest question to overthink.
- 🧠 Let's break it into manageable parts.



*career* events



storytelling

# PIXAR'S SECRET FORMULA

ONCE UPON A TIME ...

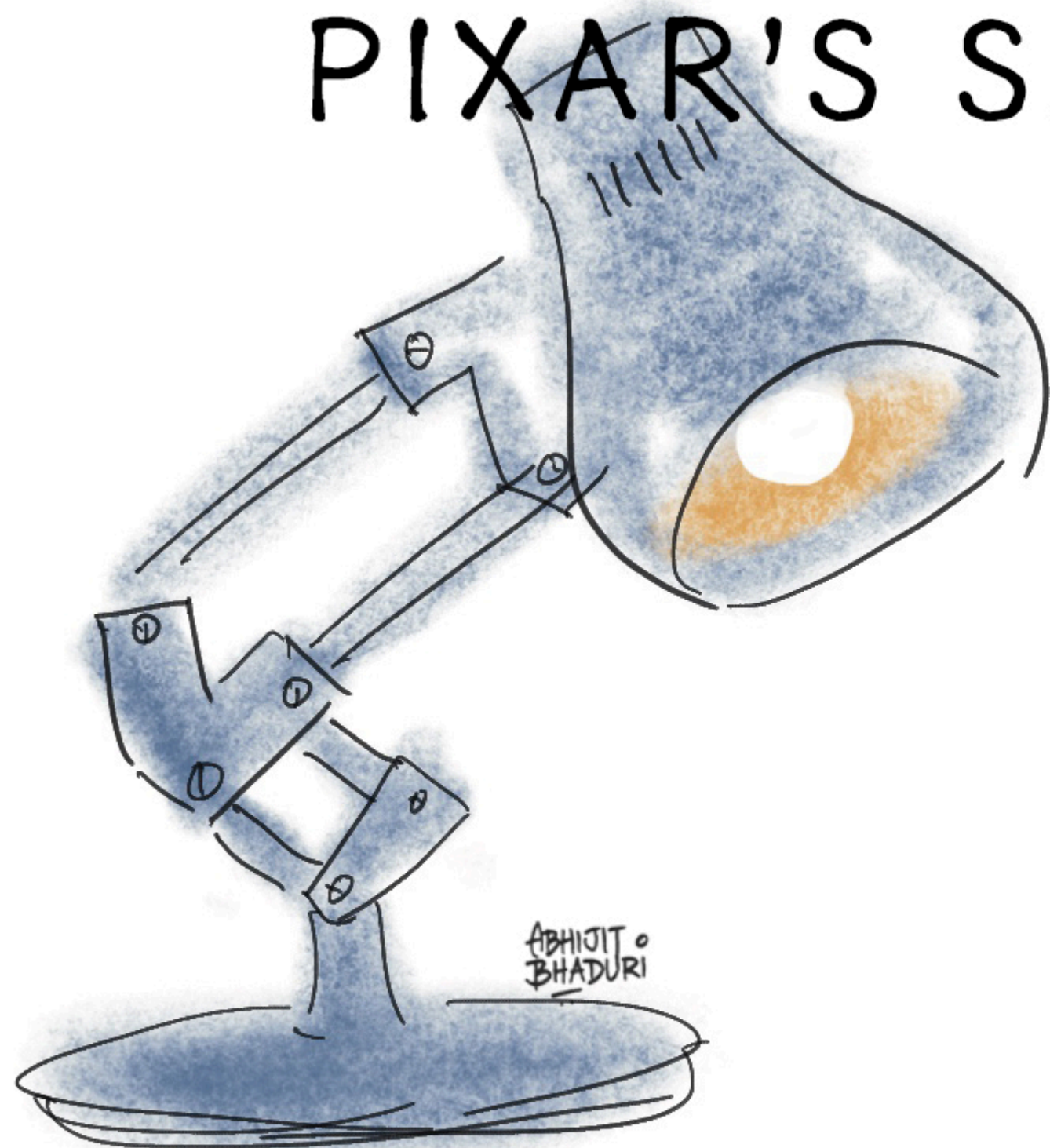
EVERY DAY...

UNTIL ONE DAY ...

BECAUSE OF THAT ...

BECAUSE OF THAT ...

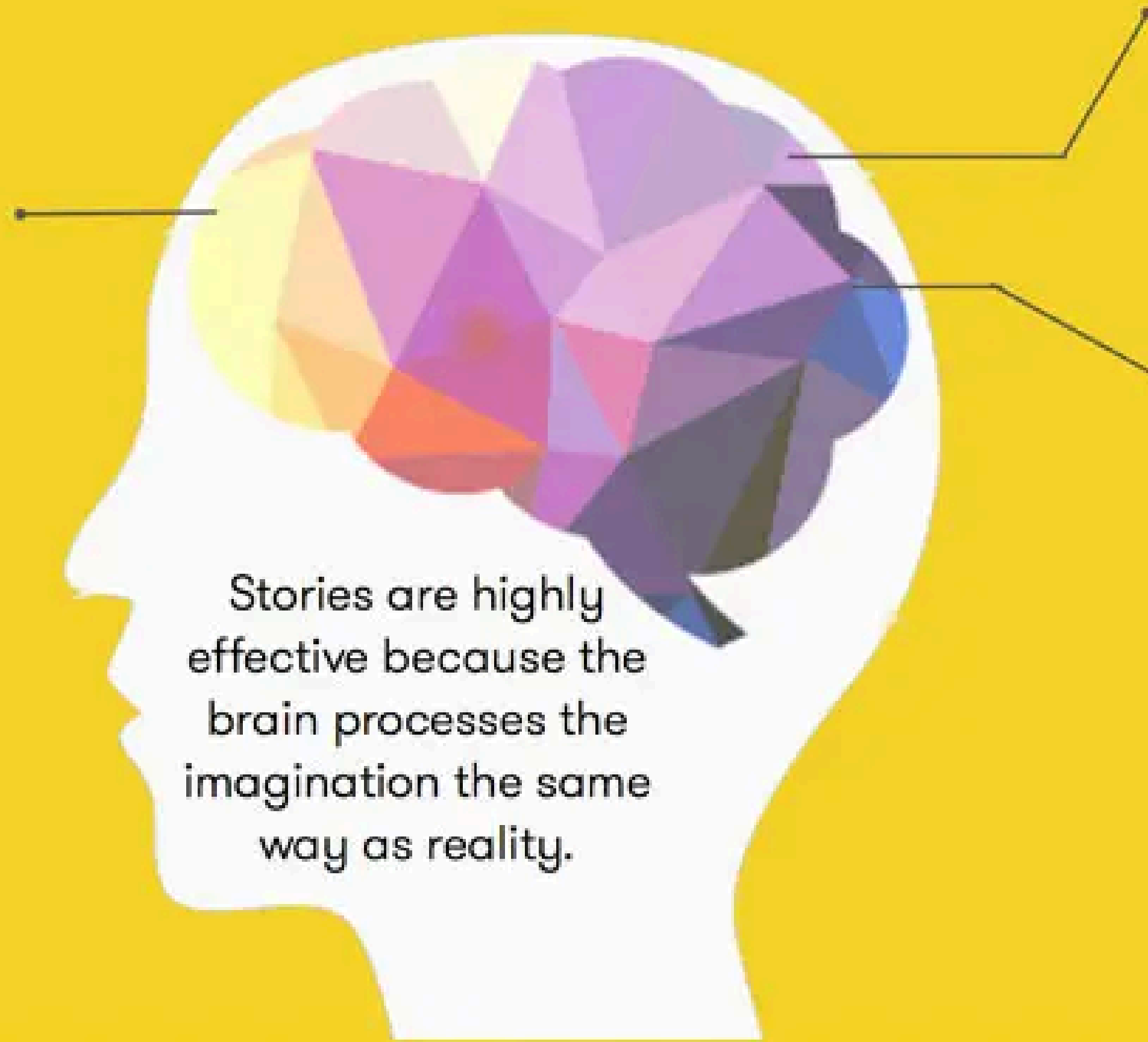
UNTIL FINALLY ...





# Why do we use Stories?

With facts we use two parts of the brain.  
With Stories we use multiple parts including our senses.



Stories help produce Dopamine which is connected to Pleasure as well as oxytocin [Rewards] and serotonin [ Well-Being ]

Stories trigger neural coupling which means similar brain patterns happen between the storyteller and the listener

Stories are highly effective because the brain processes the imagination the same way as reality.

*Use a storybook-style pattern to build your story.*

**Once upon a time... (Start with who you are / what you do well)**

*"I'm a (Profession/Title) with X years of experience doing Y. I do best when..."*

**One day... (Give a brief example of something you've worked on)**

*"In my last role, I was responsible for..."*

**Because of that... (Describe your action + impact)**

*"When I noticed a gap in \_\_\_\_, I did \_\_\_\_, which led to \_\_\_\_."*

**Now... (Tie it to what you're looking for)**

*"I'm excited to find work where I can keep doing \_\_\_\_."*





CONFIDENCE

COMPETENCE





*"Self confidence sounds like clarity and self-understanding—not performance."*







## *Try these starters:*

- ☞ “I have X years of experience doing Y.”
- ☞ “I do best when...”
- ☞ “I’m proud of...”
- ☞ “Here’s how I usually work on a team...”
- ☞ “One thing that’s really important to me at work is...”

*Specific is good, be **unique**.*

**Instead of “I’m a team player,” try:**

*“In my most recent role, I was part of a 10 person team in a hybrid office. I liked to stay involved in our team Slack channel to make sure I stayed up to date.”*

*“I like clear roles and communication when I work with others.”*

*“This allowed me to stay in regular communication with team members and avoid duplicate work on projects.”*



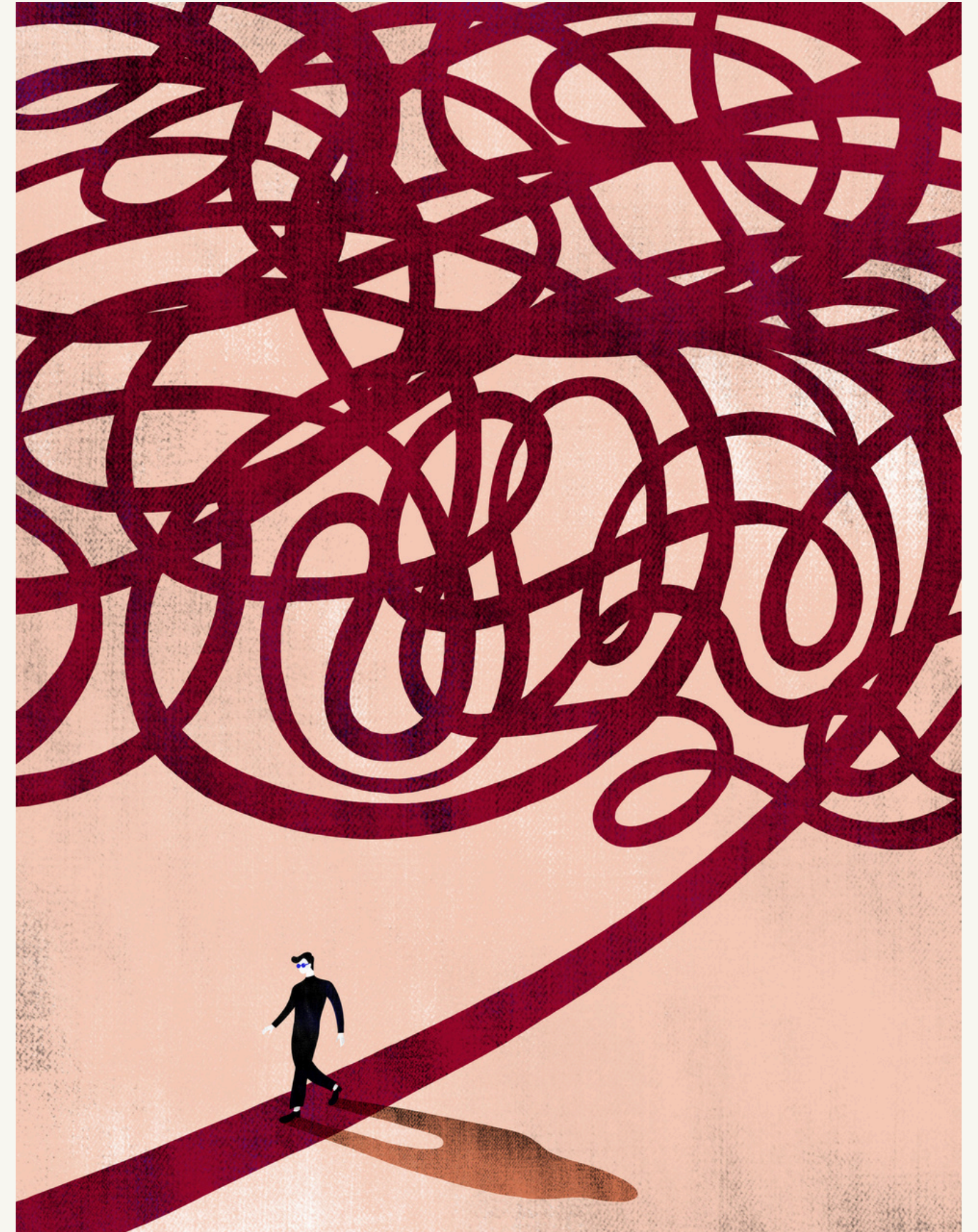
So, tell us about you...

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# *Final Thoughts...*

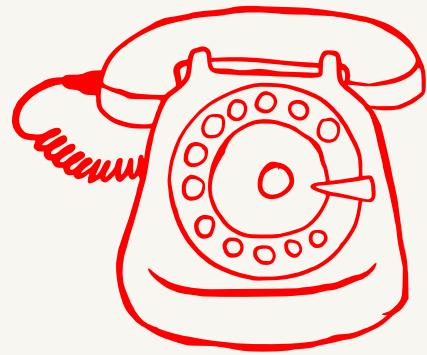
- You don't need a script, you just need your own words and a good story
- You don't need to share everything, just what's helpful and relevant
- Practice helps, especially with a trusted person or coach

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# LET'S CONNECT



## Book a Free Call

Let's talk about how I can inspire and energize your audience with actionable, real-world insights.

## Visit My Website

Explore my speaking topics, past engagements, and how we can work together.



## Connect with me on LinkedIn

Follow along for fresh takes on leadership, growth, and creating impact that lasts.

ga<sup>m</sup>ption.

Thank you  
so much.

