My Talking Points

Answer • Pivot • Promote



Understanding the Strategy

The Answer → Pivot → Promote Model

When a difficult question comes up:

1. **Answer**
   Provide a brief, honest response.

2. **Pivot**
   Explain what you learned or how you grew.

3. **Promote**
   Highlight your strengths, skills, accomplishments, or goals.

A Difficult Question

↓

ANSWER

↓

PIVOT

↓

PROMOTE
(Strengths • Skills • Goals)

Example

Question:

My Talking Points

Answer ▪ Pivot ▪ Promote

My Core Talking Points

Before I answer difficult questions, what do I want people to know about me?

My Strengths

I am:

My Skills

I have developed skills in:

My Accomplishments

I am proud that I have:

My Goals

I am currently working toward:

The Message I Want Employers to Remember

When someone finishes speaking with me, I want them to remember:

Identifying My Concerns

What concerns might come up?

Check all that apply.

- [ ] Criminal record
- [ ] Employment gaps
- [ ] Limited work experience
- [ ] Receiving social assistance
- [ ] Lack of education or training
- [ ] Previous job loss
- [ ] Lack of references
- [ ] Returning to the workforce
- [ ] Other:

Which concern worries me most?

Why does this concern worry me?



Building My Response

1 Step 1: Answer

How can I answer honestly and briefly?

2 Step 2: Pivot

What did I learn, gain, or develop?

3 Step 3: Promote

Which strengths, skills, accomplishments, or goals would I like to highlight?



Putting It Together

My response:

My Talking Points

Answer • Pivot • Promote

Practice Examples

1 Criminal Record

Answer	I made decisions that resulted in legal consequences, and I take responsibility for them.
Pivot	Since then, I have spent time reflecting, learning, and developing new skills.
Promote	I have completed programs, strengthened my communication and problem-solving skills, and I am focused on building a positive future through employment.

2 Employment Gap

Answer	I have spent time away from formal employment.
Pivot	During that period, I focused on personal growth and continued learning.
Promote	I am now motivated, ready to work, and committed to building a stable future.

3 Limited Work Experience

Answer	I have limited formal work experience.
Pivot	However, I have gained valuable experience through family responsibilities, life experiences, and personal growth.
Promote	I bring strong communication, reliability, and problem-solving skills that can contribute to a workplace.



My Talking Points

Answer • Pivot • Promote

My Personal Talking Points

Challenge or Concern	
My Answer	
My Pivot	
My Promote Statement	
Complete Response	



My Talking Points

Answer • Pivot • Promote

My Personal Conversation Guide

Complete each statement.

When people ask about my past, I want them to know:

The strengths I bring today are:

The skills I have developed are:

The accomplishments I am proud of are:

The goals I am working toward:

My Talking Points

Answer • Pivot • Promote

My Key Messages

Choose 3-5 statements that best describe you.

Strength I am:	
Skill I have developed:	
Accomplishment I am proud that:	
Goal I am working toward:	
Future I want people to know that:	

Final Reflection

Difficult questions do not define me.

I can answer honestly, focus on what I have learned, and talk confidently about the strengths, skills, and goals that make me who I am today.

Facilitator Notes

Guide for My Key Messages

Purpose

The goal is to help participants develop confidence in talking about difficult topics while keeping the conversation focused on their strengths, skills, accomplishments, and future goals.

The goal is not to create a perfect script.

Ways to Use This Page

Participants may:

- Complete only one concern area.
- Work individually.
- Share with a partner.
- Share in a small group.
- Choose not to share at all.

Facilitator Reminders

This worksheet is intended to be flexible.

The goal is not to create a perfect script.