

THE FORMULA: SER FORMULA

S - STRENGTH

Name one specific strength that is relevant to this role. Just one -- go deep, not wide.

E - EVIDENCE

When and how did you demonstrate this? A real situation from your work history.

R - RESULT

What was the measurable outcome? Use numbers: costs reduced, deadlines met, revenue increased.

KEY PHRASES

One of my key strengths is...	Однією з моїх ключових сильних сторін є...
I have always been able to...	Я завжди вмів...
For example, in my last role I...	Наприклад, на попередній посаді я...
I take the initiative to...	Я беру ініціативу і...
This resulted in...	Це призвело до...
I have consistently received feedback on...	Я постійно отримую відгуки щодо...

TIPS

- + One or two fully developed strengths beats a list of five empty ones.
- + Always follow the strength claim with a concrete example -- no example, no credibility.
- + Choose strengths that match what is in the job description.
- + Quantify whenever possible: "20% reduction", "delivered 3 weeks early", "4.9 rating".
- + Avoid personality adjectives alone: "I am a team player" proves nothing.

INTERVIEW CRIMES: WHAT NOT TO SAY

x "I am a perfectionist. I always want everything done to the highest standard."

Overused and transparent. Interviewers hear this as a disguised weakness every time.

x "I am hardworking, responsible and a good communicator."

Three adjectives, zero proof. This is heard from every candidate and proves nothing.

x "My strengths are leadership, problem-solving, communication, attention to detail and time management."

You cannot prioritize, and you have said nothing real about any of them.

x "I think I am good at everything, really. I adapt to any situation."

No self-awareness. Interviewers see this as either dishonesty or immaturity.

