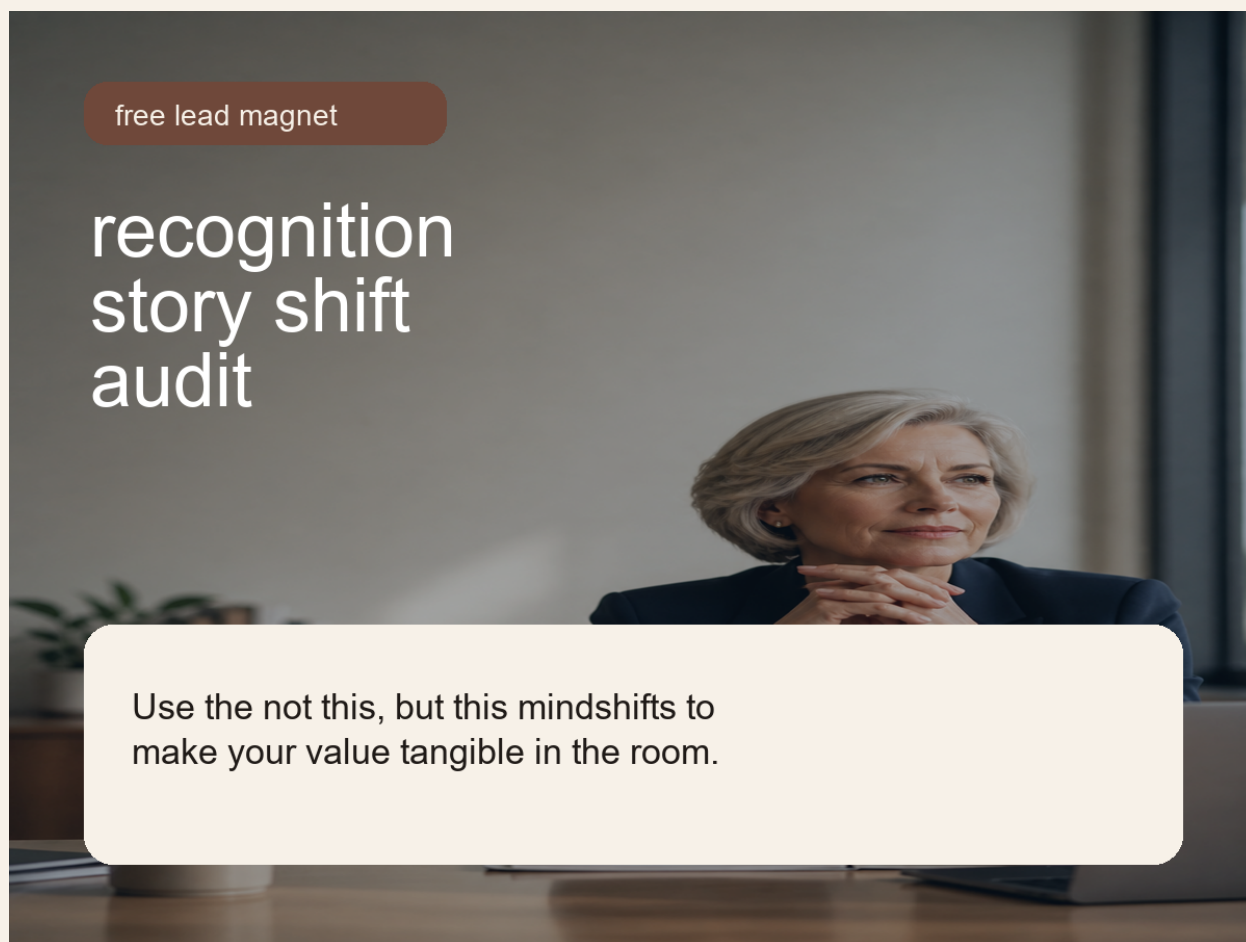


Recognition Story Shift Audit

YOU HAVE TO RECOGNIZE TO BE RECOGNIZED



Your value does not live inside your own experience. It lives in the situations and pain points you can describe and solve. SCAR is how you make that value tangible in the room so people can see it, feel it, and remember it. So can you.

How To Use This Audit

Use this worksheet before interviews, networking conversations, recruiter calls, and other high-stakes moments where your value has to land quickly. For each section, notice the first-person default question, rewrite it into the stronger recognition question, and draft one SCAR example that makes the answer tangible in the room.

Audit 1

Not this: What do I want to say?

But this: What do I want them to see and feel?

- What should the room see about the problem?
- What should the room feel about my steadiness, judgment, or usefulness?
- What SCAR example creates that impression honestly and quickly?

Audit 2

Not this: What do I tell them about myself?

But this: What do I show about the situations and pain points I can describe and solve?

- Which situation best shows the kind of problem I can read?
- What pain point was real?
- What changed because I understood it and acted on it?

Audit 3

Not this: How do I convince them with emotion, repetition, or big adjectives?

But this: How do I engage their logical and emotional competencies best and most rapidly?

- What facts create trust?
- What human stakes make the story matter?
- Where is the cleanest balance between rigor and felt relevance?

Audit 4

Not this: How do I convince them I'm talented?

But this: How do I show I understand their opportunities, threats, and stakes?

- What opportunity are they trying to capture?
- What threat are they trying to manage?
- What in my story proves I can think inside that reality?

Audit 5

Not this: How do I show my best skills and talents?

But this: How do I connect with them and engage valuably?

- What would help this listener think better, decide better, or trust faster?
- Where does my story make their world clearer, not just my background louder?

Audit 6

Not this: How do I market myself?

But this: How do I actually practice in this interview?

- If this were real leadership, what would I be helping the room understand?
- What would I name first?
- What would I leave out because it is self-focused instead of useful?

Quick SCAR Builder

Situation: What was happening?

Complication: What made it hard, risky, political, or consequential?

Action: What did I see, decide, or change?

Result: What changed in the workflow, outcome, relationship, or decision?

Final Check

Before the conversation, ask: Is this answer trapped inside my own experience, or does it make the value tangible in the room?