



Successful Storytelling to Land Your Job & Grant

Dasha Rettew

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Ever get the interview question, “Tell me about yourself” and wonder where to begin? Employers not only want to hear what you do, but who you are and why the work matters to you. As part of our PhD leadership development series, in this two-part series, by learning about the science and structure of storytelling, which is grounded in the science of emotional intelligence, you will build emotional agility. Next, you will dive deeper into three PhD specific strategies—the elevator pitch, story formula, and “hook”—to tell your story with confidence, land the right job for you, or secure grants where interviews are part of that process. Hear from speaker Dasha Rettew, former Facebooker, current President, Reservoir Advisors, and member of the Tandon Board of Overseers.

Dasha Rettew is the President of Reservoir Advisors, Inc., an executive advisory company that helps CEOs adapt their leadership, build their businesses, and cultivate healthy lives. Previously, Dasha served as Learning and Development Partner for Facebook’s Global Sales Organization, where she advised the business on its approach to developing leaders. Dasha serves as a member of the NYU Board of Trustees, vice president of the NYU Alumni Association Board of Directors, and a member of the Board of Overseers for NYU’s Tandon School for Engineering. Dasha earned an M.A. from New York University Gallatin School of Individualized Study in business and leadership development; a B.A. with Honors from Wake Forest University; and an Advanced Coaching Certification from Columbia Business School. She also guest lectures on

leadership and entrepreneurship at NYU, Fashion Institute of Technology (FIT), and Columbia University.

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