

# Sharpening your Intro


Introducing yourself with more impact (and self-worth)



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## Why this topic?

- Important gateway to opportunity: via our peripheral network
- Causes a lot of angst
- Many opportunities lost: first impressions
- Many people re-inventing themselves, in the time of Covid-19



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PART 1: Why all the angst?  
 PART 2: Clichés to avoid  
 PART 3: Four structures that work  
 PART 4: General tips  
 PART 5: Some homework for you!

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## Angst:


### 27 Alternatives to "What Do You Do?"

- What are you most passionate about?
- What do you like to do?
- What's the best thing that happened to you today?
- What are you most excited about right now?
- What are you working on?
- If money were no object, what would you do with your life?
- What do you do for fun?
- What's something you're really into right now?
- What's the most interesting thing that's happened to you lately?
- How do you feel your life has worked out so far?
- What was the best part of your week/weekend?

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## Why all the Angst? Could it be...

- Not valuing what I do?
- Dislike of social interaction?
- I'm in transition?
- My job is boring?
- Something else?



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### Pitfalls (and clichés) to avoid

- "I am a..."
- Talking though your life to date
- Talking though educational qualifications
- Generic benefit statements
- Others?



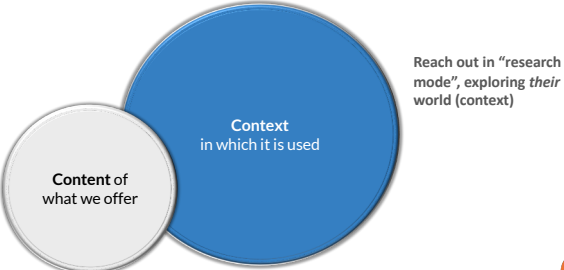
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### Twin Shift



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### Where the value always lies




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### Structures that work

- #1. "Today I'm working with... their challenge is..."
- #2. "My favourite clients/projects are..."
- #3. "The reason I'm usually called is..."
- #4. "You know how... pain... shift...gain"



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### #1: "Today I'm working with... their challenge is..."



- Caution: client confidentiality
- Illustrates a typical client situation
- Describe the complications/ issues
- Shows the context in which you are valuable



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#2: "My favourite clients/projects are..."

- Steers you towards ideal
- Allows you to talk about them, not you
- Tip: use observable traits vs. abstract concepts
- "For example..."

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#3: "The reason I'm usually called is..."



- Focuses on the trigger points
- Makes it easy for others to recognise these needs
- Tip: describe why this is important




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#4: "You know how...pain...shift...gain..."

- a. Client situation
- b. Pain / complication...
- c. "Which means that..." (more pain)
- d. "What I help them do is..."
- e. "Which means that..." (gain)
- f. "As a result of which..." (more gain)

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General Tips



- **Consistency:** what do you want to be remembered for?
- We want to **equip others** to tell our story
- Therefore: **rehearse with others**, not just with the mirror
- Judging the situation: **choose length / structure**

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In Transition

- **Be an explorer**
- "Why" is usually more interesting than "What"
- While the details of your personal journey may be interesting, the **challenges that also apply to others are compelling**
- **Each conversation** is an opportunity to explore...
- ... and also to **get introductions** to others (in order to explore)

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A little bit of homework

1. Who are the people I want to impact? Example?
2. Why is that important? (for them)
3. How is their world changing?
4. What problems does that pose? (for them)
5. How are my talents most relevant?



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Evolving your career: Coaching & Resources

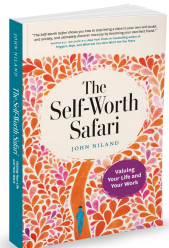
- ✓ Preparing for negotiation
- ✓ Presenting with more impact
- ✓ Energising business-development
- ✓ Career-direction post Covid-19

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Finally



- On Amazon
- A good read in the time of Covid-19



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