

Your Professional Introduction



Why do I need a professional introduction?

- Your 60-90 second introduction briefly describes your specific, relevant and unique attributes that you can bring to a potential employer.

When should I use my introduction?

- During your *Interview*. Your introduction can help you answer questions such as “Tell me about yourself?” and “What can you bring to the position?”
- At a *Career Fair* or other Professional, social or organizational meeting to introduce yourself and network with others.

Develop a Script

- When developing a script you can use to introduce yourself to people, start by defining your goal: Are you looking for a job? Researching an industry or organization? Building a relationship with a recruiter?
- You will likely want to include your major and year of graduation, as well as relevant interests and experiences. Mention accomplishments and your top skills and anything unique that will help you be remembered.

TIP: End with a question to engage your listener and start a conversation.

Style

- ❖ Speak clearly and slowly
- ❖ Keep it brief, 60-90 seconds
- ❖ Be authentic, let your personality come through

<p>Body Language</p>	<ul style="list-style-type: none"> ❖ Make sure your non-verbal communication is professional: ❖ Smile, look the person in the eye ❖ Deliver a firm handshake ❖ Show enthusiasm by your posture and facial expression
<p>Content</p>	<ul style="list-style-type: none"> ❖ Answer these questions: <ul style="list-style-type: none"> ➤ Who are you? ➤ What do you do? ➤ Where do you want to go, and what are you looking for? ❖ Try using a past, present, future structure: <ul style="list-style-type: none"> ➤ What did you do: describe the most relevant or recent work you have done ➤ What do you do: Share a bit about where you are today ➤ Where do you want to go: Share your aspiration, goal, or next step. You might also share what is motivating you to desire that goal or next step
<p>Close</p>	<ul style="list-style-type: none"> ❖ Close with a question to start conversation--you might ask to learn more about them or for advice, feedback, or input

Sample Professional Introductions:

(I am) Hi, I'm John Doe. I graduate in May and my passion is technology.
(Interests) I love creating strategies for new products, especially with technology.
(I know you) I understand that your company is focusing on a new product line.
(My skills / accomplishments) As an intern I created an aggressive marketing campaign for a technology product, which improved sales by 50%.
(I'd like to meet or follow up) I'd love to talk to you about how I might be able to help your company.
(Close) Are you available for a meeting?

Hi, I'm Jenny Job Seeker, I'm graduating with a degree in Environmental Science. I am very interested in working in the conservation field and had some relevant coop and classroom experiences. I've worked with a local watershed council on conservation strategies to support water quality and habitats. I also developed education programs on water conservation awareness. I read that your organization is involved in water quality projects. Can you tell me how someone with my experience may fit into your organization?