

Self-Help Tools: How to Introduce Yourself

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Source: Daniel Priestley, *Name Same Fame Aim Game model*

Most people, when asked what do you do, either over-explain or undersell. This five-part structure helps you introduce yourself in a way that is clear, memorable, and opens a conversation.

Name: Who you are

State your name and what you do. I am Alex, I help companies fix operational bottlenecks before they become expensive.

Same: What you are like

Connect what you do to something familiar. Think of me as a GPS recalibration for organizations when their route stops making sense.

Fame: Why you are credible

One specific thing that makes you worth listening to. A result, a background, a number. I spent 15 years running operations across four countries for a Fortune 500 company.

Aim: What you are working on now

Your short-term focus. Right now I am focused on mid-sized companies in Europe that are scaling fast but have not built the infrastructure to support it.

Game: Where you are going

Your bigger vision. What makes people want to stay in the conversation. The bigger goal is to become the go-to person for operational turnarounds in the logistics space.

Someone transitioning from corporate HR into consulting used to say I am in HR and watch the conversation die. Now: My name is Carolina. Think of me as the person companies call when their people strategy is broken but nobody inside can see it clearly enough to fix it. I spent 12 years inside large organizations doing exactly that, and now I do it from the outside. Same room, same event, three conversations that led somewhere.

Build yours:

Write one sentence for each of the five parts. Then read it out loud. If it sounds like a LinkedIn bio, rewrite it until it sounds like you talking to a person.