

How to Introduce Yourself

Curated by Simon De Los Rios

WHO IS THIS FOR

This practice is for anyone who over-explains or undersells when someone asks what they do.

PAIN

Losing the room in the first ten seconds of introducing yourself, either by talking too long or saying something so vague it goes nowhere.

SOLVES

Gives you a five-part structure that makes how you introduce yourself clear, memorable, and easy to build on.

TOPIC

CAREER TRANSITION

JOB SEARCH & INTERVIEWS

BUSINESS & ENTREPRENEURSHIP

READ TIME
2 minutes

TIME REQUIRED
20 min

WHAT YOU NEED
notebook, pen

BEFORE YOU START

My invitation, take some time for yourself. Put your phone somewhere else and avoid distractions. Put on music you like and if you feel like it, brew yourself a nice cup of coffee or a tea. And lastly, but most importantly, try to have fun... this must be an activity to be enjoyed.

Step 1: Name

Your name, and your business name if you have one. Short and clear, nothing more.

- What is the simplest way to say my name and what I do, without over-explaining?

Step 2: Same

What you are the same as, something the other person already understands. This opens a folder that already exists in their head, instead of asking them to build a new one.

- What is something familiar I could compare this to, so it clicks right away?

Step 3: Fame

One project, result, or achievement that makes you credible. Specific, not a general claim about being good at your job.

- What is the one thing about my work that people tend to remember?

Step 4: Aim

What you are working on over the next 90 days. This keeps you specific and current, not generic.

- What am I actually focused on this quarter?

Step 5: Game

Your big game, the mission behind all of it, over the next three to six years.

- What is the larger thing all of this is building toward?

Example. Someone transitioning from corporate HR into consulting used to say I am in HR and watch the conversation die. Now: My name is Carolina, founder of Clearline Consulting. Think of me as the people strategy fix companies call when nobody inside the building can see the problem clearly enough to solve it. I spent 12 years inside large organizations doing exactly that, and I have the results to show for it. This quarter I am focused on two mid-sized clients going through leadership transitions. My bigger game is to become the person founders call before they make their first senior hire, not after they have made an expensive mistake.

BEFORE YOU CLOSE THIS

Read all five parts out loud. If it sounds like a LinkedIn bio, rewrite it until it sounds like you talking to a person.

CONTINUE WITH

The Transferable Skills Map, once you can introduce yourself clearly, this tool helps you make sure the substance behind it is just as clear.

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Source: Daniel Priestley, Name, Same, Fame, Aim, Game framework