



Developing an Authentic Introduction

As you begin to connect with a network of interest, how do you show people who you are? This guide will help you craft an authentic introduction that truly captures your unique wholeness and help capture the listener's attention. It is a formula that works, even if you have only 60 seconds to do so.

WHO: A hook or memorable narrative that explains who you are.

A good statement will leave your listener wanting more and create opportunity for follow-up questions. Avoid generic introductions: "My name is Ashley, I am a junior psychology major..."

- "I am a first-generation college student who comes from a community deeply impacted by the intersection of race and health inequalities."
- "What fascinates me most is a good story. Having my first encounter with the political landscape as a teen during the 2016 presidential election really highlighted the power of a strong narrative to form collective mindset and shift structural power."
- "Recently, our family learned my grandmother's long history of illness is likely linked to the petrochemical plants near her childhood hometown."

WHAT: Your curiosities & intellectual interests.

What area(s) of inquiry inspires deep curiosity and a desire to act?

- "I am really interested in the ways cities are redesigning structures and operations to promote preventative healthcare, particularly in relation to access to nutritious food."
- "Just recently, I was working with the leadership of our honors organization to better identify involvement and outcome data to craft a compelling narrative for recruitment and funding initiatives."
- "As a student in the applied portfolio fund, I am responsible for jointly managing and average of 2.5 million dollars of the university's endowment investments."

WHY: What do you care about & why? What's your desired impact?

What do you care most about and why is it important that you bring that caring into the world? Who do you want to inspire or support? Who will benefit?

- "Traditional medical services are costly and inaccessible to our most vulnerable populations. Shifting to a more preventative model is both more equitable and promotes a healthy economy."
- "There are so many good stories going untold or told inaccurately based missing or incomplete information. I really want to help people, communities, and organizations tap into their hidden stories grounded in reliable data."
- "This is an incredibly exciting times with rapidly unfolding innovative solutions to the climate crisis. It is imperative that these ideas receive the financial support necessary to achieve the widest possible impact."

GOAL/ASK: How do you invite others into your life design process?

What are you seeking? I am looking to: gain exposure or build credibility within the industry/ for suggestions as to how I might.../opportunities to develop X skillset/find a role in X/ expand my network/insight on how to best apply for....

- "I am looking for partners to help build an urban farming education program here in the city for residence to learn best practices in their own homes."
- "I am hoping to tap into local non-profits who could benefit from narrative based data science."
- "I am looking for opportunities this summer to learn the ropes of sustainable investing."