



## PROFESSIONAL INTRODUCTIONS

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October 8, 2024  
MSBA Career Course: Mod Two

# WHAT MAKES A GREAT FIRST IMPRESSION?

1. Posture
2. Clothing
3. Facial expression
4. Tone of voice
5. The words you say

*What does the research tell us?*

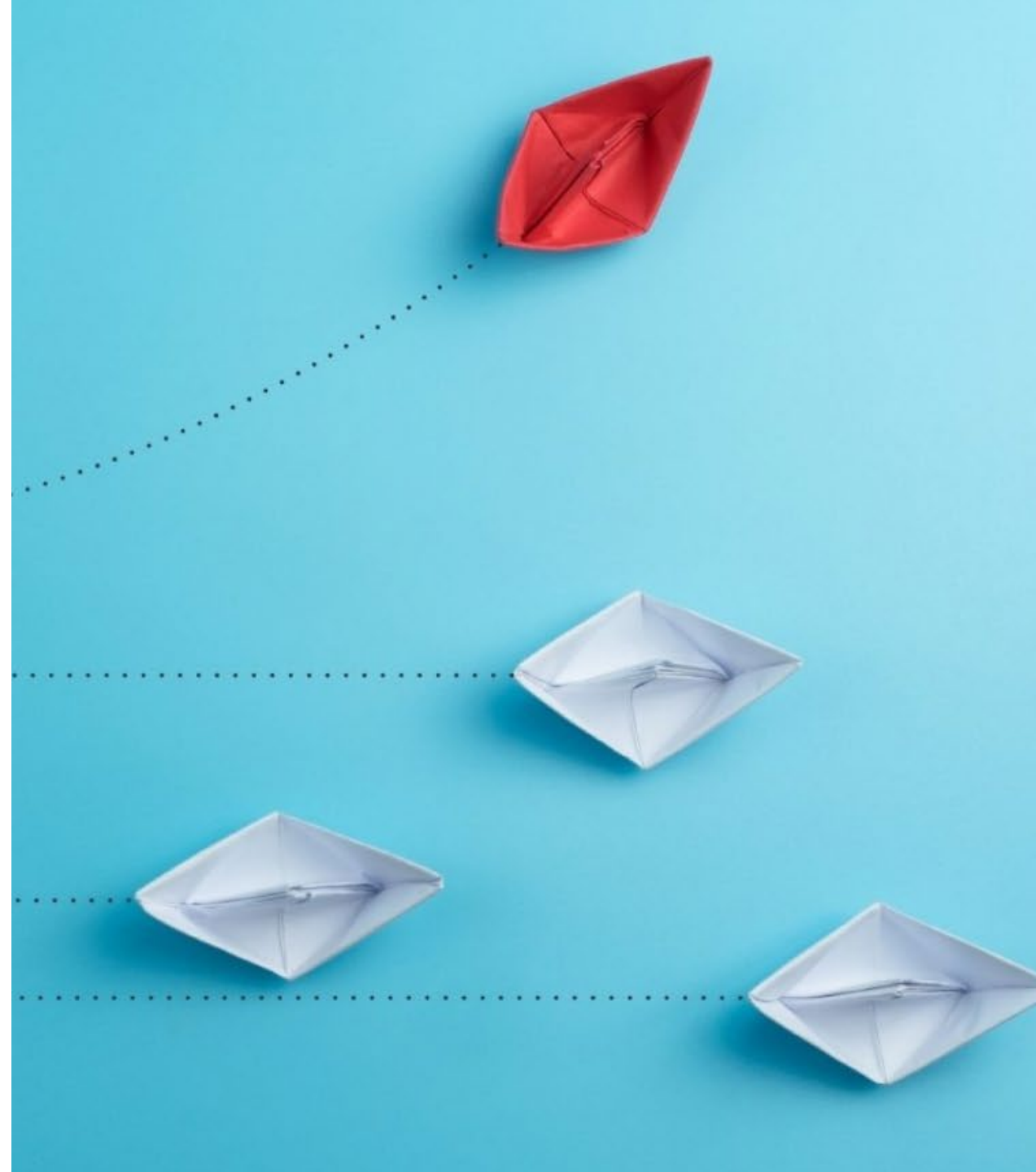
NYU study is the 7/11 rule  
Harvard study gives just 2 things



# INTRODUCE YOURSELF USING...

## Present, Past, & Future

- Who are you – What are you doing now?
- What about your past ties to what you're doing now?
- What's next – can you frame a future that ties those to the audience in front of you?



# WHAT MAKES A GREAT INTRODUCTION

Approachability/Warmth

Trustworthiness

Competence

Confidence

*Professional Presence*



# KNOW YOURSELVES

Knowing your skills, knowledge, and traits to develop a dialogue with your audience. Some call the “pitch” a verbal business card

***Accomplishments  
Assignment***



# IDENTIFY YOUR ACCOMPLISHMENTS

- What problems did you identify and solve?
- What new program, product, or system did you introduce?
- In what decision-making or planning did you participate?
- What awards, bonuses or promotions did you receive?



# HIGHLIGHT SPECIFIC ACCOMPLISHMENTS

- What are you most proud of?
- What are you most excited about?
- The traits you demonstrated.





# FINDING THEMES THROUGH ANALYSIS

- The skills you used; the actions you had to take to get these results
- The knowledge that you gained or applied
- The traits you demonstrated





# DESCRIBE YOUR COMPETENCIES

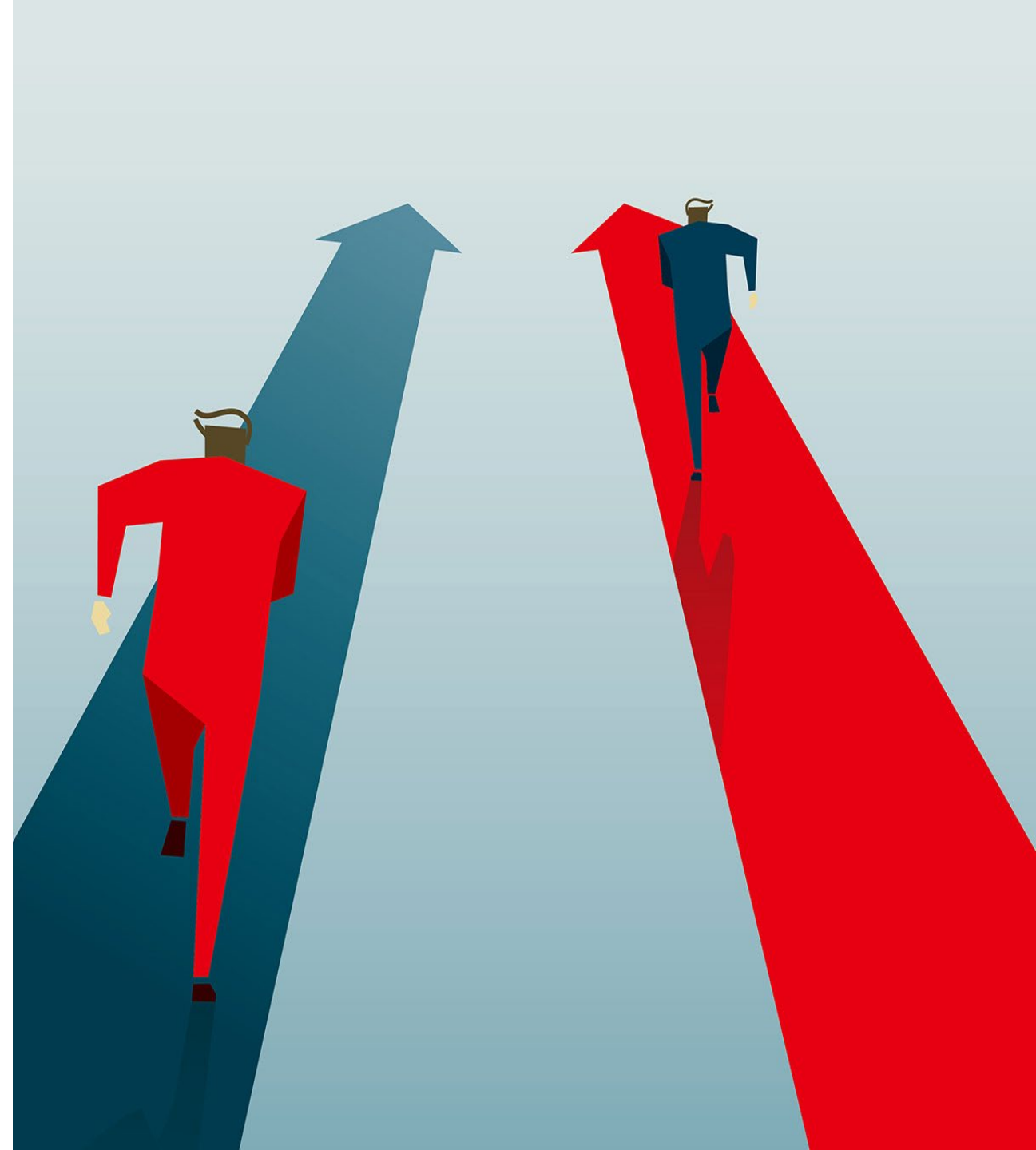
- What can you do that is unique and sets you apart?
- What is highly appealing to the marketplace and your potential employers?
- What combination of skills, knowledge and traits is required to achieve the specific results that a particular employer is looking for?



# PITCH PRACTICE

1. Stand up facing one another
2. First person delivers their pitch
3. The second person delivers their pitch
4. Move to a different partner and repeat

No longer than 60 seconds. Then the other person delivers their pitch in 60 seconds.



# GREAT PITCHES ARE MEMORABLE

1. Warm and welcoming –glad to be here
  2. Sincere – interested in the other person
  3. Just the beginning of a conversation
- What are you looking forward to in this meeting or interaction?



# SHOUT OUTS FOR YOUR CLASSMATES

Who tied things all together well?

Who had the best future statement?

Did anyone identify someone you  
want to connect with again?

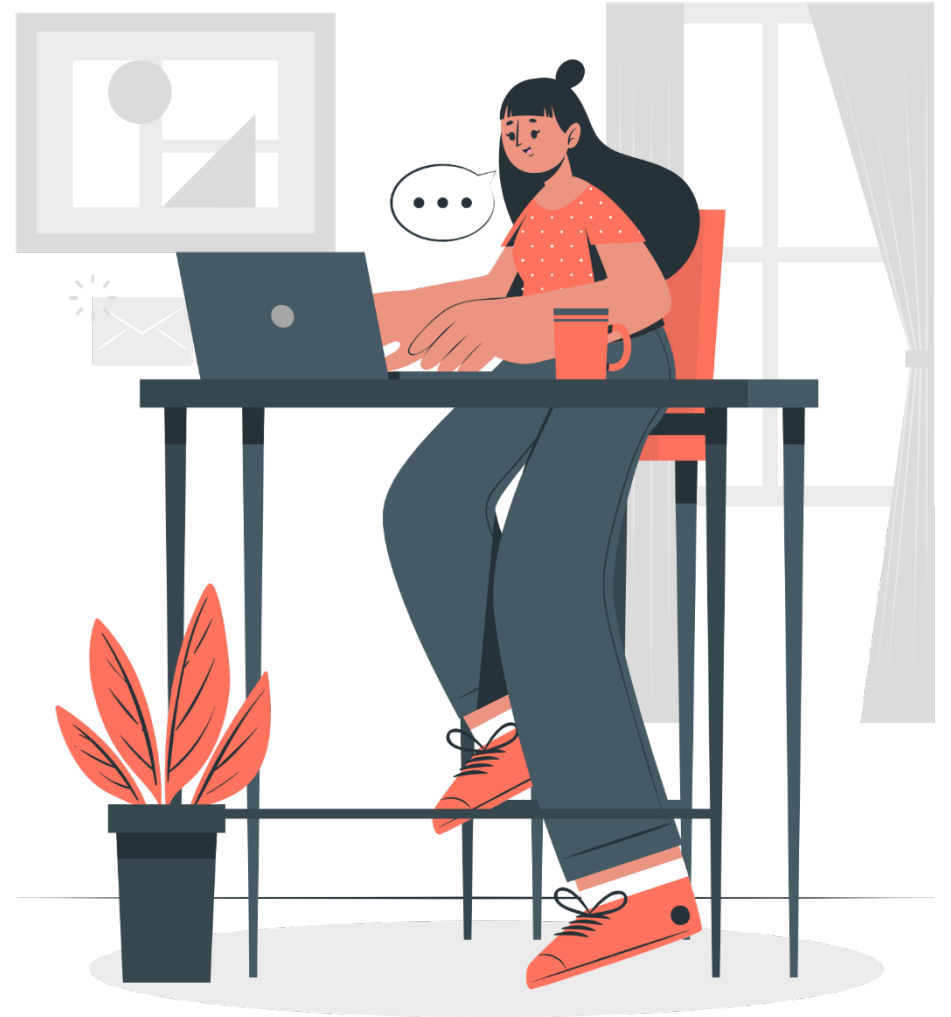


# PITCH PRACTICE - TAKE TWO

## Casual Conversations

This time, start a conversation like you would at an event or conference. There will be no timekeeper to guide you in taking turns.

Work to develop a dialogue in the full time allotted and learn something about the other person.





# THE NEXT LEVEL

Conducting informational interviews will improve your interactions and deepen your network.



# VIRTUAL NETWORKING REMINDERS



Camera On



Name/Surroundings



Know Your Audience



Ask Good Questions