



**GUIDELINES FOR COMPOSING AN EFFECTIVE PROFESSIONAL INTRODUCTION**

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The following will help you to create an effective professional introduction (also known as an elevator pitch) which can be used to introduce yourself to new contacts, expand your network, enhance your personal brand, and if relevant, share your target career goals with potential employers.

A professional introduction will be fluid. You will use different components of the following template at different times, depending on your audience, the event you are at and your personal objectives. The goal of this exercise is to ensure you feel comfortable and confident in presenting yourself in a focused way that highlights your credentials, knowledge and expertise as you manage your personal brand now and in the future. Always remember your audience and purpose.

Who and what you are? (your name, identify field or area of expertise)

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What you have done? (career experience, relevant academic credentials, volunteer)

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*Use the bottom two points if actively engaged in sourcing new career opportunities*

What you are looking for? (career aspirations, target area)

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What you have to offer? (key skills/attributes/training/experience that match target area)

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