

## How to Introduce Yourself So You Will be Unforgettable (in a good way) – from Intro expert [Joanna Bloor](#)

Excerpted from a July 26, 2018 IDEAS.TED.COM by [Kara Cutruzzola](#)

Introductions can be tricky business. How do we clearly encapsulate what we do in a sentence or by sharing a job title? For this conference, we hope you will consider a new approach to your introduction. We invite you to review these eight steps and see what you come up with. We will provide opportunities for you to try out your new intro out at the conference. It should be FUN!

### 1. Go beyond your title.

The first thing you need to do is figure out who you actually are. Ask yourself, “What is it you would like to be known for?” It’s an uncomfortable question, but it jolts people out of their comfort zones. Rather than relying on previous accomplishments, you’re forced to consider what you’d like your impact to be.

Think about your profession and what you hope to accomplish through it, then craft a much deeper and more compelling response: **“Diabetes can be overwhelming, so I help people figure out real life strategies to get to their best health a step at a time.”**

### 2. Think about the problems that only *you* can solve.

Everyone, no matter their job or industry, is essentially a problem solver. So try to discover your unique story, and work to find out problems you’re particularly good at solving.

Use this tactic on yourself. What problems do you solve at work? And what makes you especially effective at doing so? Framing yourself as a problem-solver may trigger an instant reaction when you meet someone new. “I have that problem, too!” they could say. Figure out how to deliver your capabilities in a single sentence. For example, instead of saying “I’m a diabetes educator,” you could say, **“I think the biggest problem about diabetes delivery is A. As a diabetes advocate who focuses on B, I’m helping find solutions through doing C.”**

### 3. Ask your friends and colleagues for input.

It’s often hard for people to see their own skills. “The thing you are fantastic at can be as natural to you as breathing, so you don’t value it,” says Bloor. If you’re having a difficult time identifying your talents, she suggests you turn to the people who know you well and ask them “What is it you see that I do well and that I’m unaware is really special?” You’ll generally find common themes or language in their responses, says Bloor, even if they’re people from different parts of your life.

## **4. Flash back to your childhood.**

Still stumped? Step into a time machine and think back to your eight-year-old self. What were you great at during that age? According to Bloor, that special skill can often apply to your present and future selves and help you see how you're different from everyone else. For example, when Bloor was eight, she had a great sense of direction and easily memorized routes while hiking with her father. That skill translated into her previous career of building software for companies — she could visualize 3D maps of software architecture.

## **5. Show a little vulnerability.**

Finding people that we connect with can be elusive, especially at work-related events. "I think a lot of the angst in the workplace and angst with each other is because we don't talk about who we really are as people," says Bloor. So, take a chance, open up in your opening remarks, and reveal something honest about yourself. Use phrases, such as "I'm really passionate about X" or "What excites me most about what I do is Y," which can communicate your emotion and enthusiasm and prime others to respond in kind.

## **6. Gather some feedback on your introduction.**

After you've crafted your opener, practice it on five people you know well. Then, a few days later, ask them "What do you remember most about my intro?" Their few-days-later response will tell you what is most memorable about your opener, what you could alter, and what you might try to lean into when meeting new people.

## **7. Blame it on someone else.**

When you first start trying out a new way of introducing yourself, you'll probably feel nervous. Bloor suggests prefacing it with, "I've just learned a new way of introducing myself and I'm experimenting with it. Can I try it out on you?" People love to be asked for their advice or input.

## **8. Resist going back to the same-old intro.**

The truth is, it will always be easier to say the stilted "I'm job X at company Y," stumble through small talk, and then move on to the next person and glass of wine. In addition, when you give a nontraditional introduction, you will inevitably run into some staid folks who don't get it.

For this conference, we encourage to "try on" this new introduction and experiment a little. Who knows, you might just come up with a new way of sharing what you do, with just enough extra sparkle to be remembered long after the conference has ended.