

LCAN Leadership Offsite

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Mastering the Art of the Introduction

When people hear “elevator speech” they tend to think of a mouthful of information delivered by talking **at** someone, trying to get them interested – to hire them, to buy their product or service or to do something they aren’t inclined to do without a WIFM (What’s in it for me?)

People ask about what you do because it’s a common conversation starter, but sadly too many turn it into a monologue. You can shift the opportunity into one that engages by starting with an opener that garners interest and then **concisely** follow up with confirming information (only if you’ve earned their interest)! The important thing is to get it back to a conversation, where you can learn more about their interests and / or challenges they face where collaborating with you might help.

<p>Hook</p> <p>An attention-getting start to get people curious in you.</p> <p>e.g.</p> <p>“I buy dead magazines”,</p> <p>“I grow people”,</p> <p>“I’m a FutureMaker”</p>	<p>Now, don’t forget to pause!</p>
<p>Proof</p> <p>Assuming you’ve garnered interest, offer a point or two to validate you’ve delivered results.</p>	
<p>Invitation</p> <p>Now bring them into the conversation with a question that bridges from your work to what might interest them (e.g. a challenge they might be facing)</p>	