A key aspect of networking is introducing yourself to others. A personal introduction (also known as an elevator speech, personal commercial, 30-second commercial, etc.) is a quick, yet effective way to make an impressive introduction.

### Why?
- **Informs** – describe background, specific abilities, special accomplishments
- **Builds confidence and reflects competence** – show what you have to offer
- **Summarizes** – keep it short and sweet; simple, concise, memorable
- **Connects** – identify skills and strengths for listener’s benefit or needs

### When?
- Informational interview
- Career fair or networking event
- Internship or job interview
- Classroom introduction
- Social situation (wedding, graduation, airport, etc.)
- Anytime you can market yourself

### What?
- **Name and education** - Present your class level, major, field of study, or current job title
- **Functional area of interest** - Explain the occupational field or work setting that you are interested in being a part of in the future
- **Specific abilities** - Discuss your skills, abilities, knowledge, or experience that make you stand out or align with the position/career you are seeking
- **Goal** - Discuss the goal you have for the conversation (internship, job, networking information, industry information, etc.)
- **Closing** - End with a question to the listener that continues the conversation

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### Personal Introduction Examples: Networking or Informational Interview Scenario

**Career fair/networking event:** Hello, I am Alexandra Hill, and I will be completing my bachelor’s degree in finance in August. I have worked on a wide variety of projects that have allowed me to put what I’ve learned in the classroom into use in a practical sense. For instance, I was selected to be part of a new course in which my peers and I managed $500,000 for the Western Annual Fund and I am now looking for a chance to apply that knowledge, as well as my other experience. For the last two years I have been a Finance Administrative Assistant at the Greater Kalamazoo Goodwill, and during that time I have assisted the Financial Director. In my role, I manage the daily journal entries and verify them with the general ledger. I also handle accounts payable and receivable and create a monthly report that the director uses to complete the financial statement for the organization. I pride myself on being detail-oriented, analytical, and driven. I noticed on BroncoOBS that you are hiring an investment advisor. Could you tell me what qualities you are looking for in a candidate?

**Career information/job qualifications:** Good morning, my name is Nirag Vashi, and I am a sales and business marketing student at Western Michigan University. I am building my professional selling skills in the classroom, and one of my strengths is building and maintaining rapport with people. This has helped me in my work as a sales associate at Lee’s Sporting Goods, a local sporting goods store. Many customers return and specifically ask for me when they arrive, and I believe this speaks to my ability to gain a customer’s confidence and return business. I have a particular passion for the healthcare industry and I found your contact information in the mentor database on LinkedIn. I am hoping to speak with you about your career as a medical equipment salesperson, so I may learn more about your day-to-day activities and what I need to be successful. Could you tell me how you got your start in this field?
Personal Introduction Examples: Interview Scenario

Internship interview (in response to “Tell me about yourself.”): I am a junior at Western Michigan University, majoring in advertising and promotion. I have had coursework in advertising principles, copy and layout, and media planning, and I have been able to put this knowledge into use in my work. Currently, I am working in The Career Center, as a student assistant, and one of my roles is the publicity of our programs and services. For every program we offer, I design the in-print materials and email marketing strategies. In creating these promotional tools, I take into account the target audience, in order to ensure program attendance. In this role, I work effectively as a team member and have had many opportunities to showcase my leadership and communication skills. I have also shown my leadership skills in chairing the promotions committee for my business fraternity. As the chair, I act as a liaison between the recruitment chair and potential members. After the recruitment chair discusses a recruitment program with me, I create the promotional flier by taking into account the type of student we hope to bring on board. Based on this information, I distribute the flier around campus to ensure it reaches our target audience. In doing this, I have developed my ability to strategically include an organization’s needs in an advertisement and align it with what will reach the target audience. Recently, I explored your web site and saw in the career fair literature that you offer advertising internships. I am very interested in an internship for this coming summer, so that I can use and polish my skills, as well as add value to your company. Could you tell me what skills and attributes you are looking for in an ideal candidate?

Job interview (in response to “Tell me about yourself.”): I am a senior and will be graduating in April. I decided to study human resource management here at Western, because my ultimate career goal is to be a human resource manager. In my time at Western, I have worked and volunteered in addition to my classes. In my second year, I started working as a student caller for the WMU Annual Fund. Based on my success, I was promoted to hiring manager in my second year, and in that time I acted as a human resource generalist. I managed the hiring of new student callers, as well as their training and performance review. In addition, I implemented a new recruitment strategy to retain more student callers. When I started the new strategy our retention was only 25 percent, but after it increased to 75 percent. Also, in my time at WMU I demonstrated the leadership skills needed to be a manager. During my sophomore year, I became part of Delta Sigma Pi, a co-ed business fraternity on campus, which provided many professional development opportunities with employers. In my senior year, I was selected as the senior vice president and in this role, I led a committee of active members and together we created recruitment programs to increase our chapter membership. Based on my leadership abilities in Delta Sigma Pi, I was nominated to represent our organization in the Student Leadership Advisory Board, a committee of student leaders that met with the dean each month to inform change in the College. I am ready and excited to use my skills and experience to benefit a company, and after learning of the human resource generalist position here, I knew this was the place to start my career. I know I am a good fit for your needs and I want to thank you for taking the time to get to know me better today.