

# Personal Introduction Guidelines

*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?	When?
<ul style="list-style-type: none"> <li>• <b>Informs</b> – describe background, specific abilities, special accomplishments</li> <li>• <b>Builds confidence and reflects competence</b> – show what you have to offer</li> <li>• <b>Summarizes</b> – keep it short and sweet; simple, concise, memorable</li> <li>• <b>Connects</b> – identify skills and strengths for listener’s benefit or needs</li> </ul>	<ul style="list-style-type: none"> <li>• Informational interview</li> <li>• Career fair or networking event</li> <li>• Internship or job interview</li> <li>• Classroom introduction</li> <li>• Social situation (wedding, graduation, airport, etc.)</li> <li>• Anytime you can market yourself</li> </ul>

What?
<ul style="list-style-type: none"> <li>• <b>Name and education</b> <ul style="list-style-type: none"> <li>• Present your class level, major, field of study, or current job title</li> </ul> </li> <li>• <b>Functional area of interest</b> <ul style="list-style-type: none"> <li>• Explain the occupational field or work setting that you are interested in being a part of in the future</li> </ul> </li> <li>• <b>Specific abilities</b> <ul style="list-style-type: none"> <li>• Discuss your skills, abilities, knowledge, or experience that make you stand out or align with the position/career you are seeking</li> </ul> </li> <li>• <b>Goal</b> <ul style="list-style-type: none"> <li>• Discuss the goal you have for the conversation (internship, job, networking information, industry information, etc.)</li> </ul> </li> <li>• <b>Closing</b> <ul style="list-style-type: none"> <li>• End with a question to the listener that continues the conversation</li> </ul> </li> </ul>

## 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. In addition, I 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, and I noticed on BroncoJOBS 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 greatly when working 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 have explored your web site and have seen 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.

For more career resources visit our website:  
[www.wmich.edu/business/career](http://www.wmich.edu/business/career)

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