

Developing Your Introduction

Capability Statement Practice Scenario:

Your colleague Jack invites you to a local networking event for young professionals. Jack introduces you to Jacky, a mortgage loan officer for a popular mortgage company. Jacky introduces herself to you and asks, "What do you do?"

Answer:

Although the value statement is something personal, the following is a guide you might use to develop yours:

1. How long you've been a part of the financial industry, or why you got started
2. State 2-3 facts about your expertise, your passion, or what motivates you
3. Recap on why you are the right person for the job

Brainstorm:

Developing your introduction begins with understanding your business or career identity. This will ultimately have an effect on the conviction with which you share your statement. The question of identity is tied to deeper questions, such as: what do you love to do, what are you naturally good at, and what is your vision for your future? If you haven't taken the time to clarify any of these questions for yourself, now is the time to do it. Write these ideas down, and begin to organize your thoughts around them. The development of one's business or career identity is an ever-evolving work in progress, so be patient with yourself. One exercise that has helped many individuals with developing their introduction is researching examples of executive bio's online such as, LinkedIn and corporate websites.

*****Once you have completed this exercise, be sure to notify your trainer as they will guide you to your next step in your professional development.**