




Creating a professional introduction narrative for networking



A practical guidebook and template pack for working professionals who want to network with confidence, clarity, and real impact.

 FOR CAREER CHANGERS, MANAGERS & CONSULTANTS

 PLANETSPARK RESOURCE SERIES

- This guidebook gives you a repeatable system for crafting a professional introduction that opens doors — whether you're at a conference, on a call, or writing a LinkedIn message. Read it through once, then return to the templates whenever you need them.

INTRODUCTION

Why Your Introduction Is Your Most Underrated Professional Asset

Every networking interaction begins the same way: someone asks, "**So, what do you do?**" For most professionals, that question triggers a moment of quiet panic. You've done the work, logged the hours, built the skills — yet in the moment that matters most, the words come out jumbled, vague, or robotically rehearsed. That disconnect costs you opportunities every single day.

Your professional introduction narrative is not a bio, a résumé summary, or an elevator pitch cobbled together from your LinkedIn headline. It is a living, intentional story that positions you with clarity, communicates your value, and creates the kind of human connection that makes people want to continue the conversation. Done right, it is the single most leveraged communication tool in your professional toolkit.

This resource was built for exactly the moment when you know you're good at what you do — but struggle to say it out loud in a way that lands. Whether you're pivoting careers, climbing the ladder, launching a consultancy, or simply trying to expand your professional circle, this guidebook gives you a step-by-step system to craft, refine, and deploy your narrative with confidence.

What This Resource Solves

- Rambling or forgettable self-introductions
- Generic pitches that don't differentiate you
- Anxiety when asked "tell me about yourself"
- Inconsistency across contexts and platforms
- Missed connections due to unclear positioning

How to Use This Guide

- **First pass:** Read through end-to-end for full context
- **Working session:** Complete each worksheet in order
- **Quick reference:** Return to templates before key events
- **Ongoing:** Revisit and refine as your role evolves
- **Share:** Use as a coaching tool with your team

The SPARK Narrative Framework

Great professional introductions aren't improvised — they're architected. The **SPARK Framework** gives you a five-component structure that is flexible enough to adapt to any networking context while keeping your message focused, memorable, and distinctly yours. Think of it less as a script and more as a mental model you internalize so deeply that it flows naturally in conversation.



The power of SPARK is in its modularity. You don't always need all five components — a 30-second hallway introduction might lean on S, P, and K alone, while a deeper networking dinner conversation might unfold the full arc. In the sections ahead, you'll build out each component with your own content, then learn how to sequence them for different contexts.

STEP 1

Uncover Your Story — The "S" in SPARK

Your Story is the opening that makes you human. It answers the invisible question every new contact is asking: *"Why should I care about this person?"* Not your full career history — just the essential thread that explains how you got to where you are and hints at where you're going. It should take no more than two sentences to deliver verbally, but those two sentences need to be loaded with intentionality.

Think about the turning points in your professional journey. Was there a moment you switched industries and gained an unusual combination of perspectives? A challenge that redefined what you work on? A passion project that became a career? These pivots are not weaknesses to apologize for — they are differentiators that make you genuinely interesting. The goal is not to tell your whole story but to choose the one thread that connects most naturally to your current direction.

Career changers especially underestimate the power of their "why." The fact that you moved from healthcare into fintech, or from teaching into UX design, is a story that makes people lean in. Own it. Frame it as a deliberate evolution, not an accident.

Reflection Prompt 1


In one sentence, what is the most interesting professional decision you've made in the last five years?

Reflection Prompt 2

What experience do you have that most people in your current field don't? Why does it matter?

Reflection Prompt 3

If a colleague who knew you well were introducing you to a stranger, what one thing would they make sure to mention?

 **Pro Tip:** Write your Story in three drafts — 3 sentences, 2 sentences, then 1 sentence. The discipline of cutting forces you to find what's truly essential.

STEP 2

Anchor Your Position — The "P" in SPARK

Your Position is your professional home base. It answers: *"What do you actually do, and for whom?"* This sounds simple, but most professionals either describe their job title too literally (and lose the "so what") or try to sound impressive with vague language that says nothing (think: "I leverage synergies across stakeholder ecosystems"). Neither works in a networking context.

An effective Position statement has three ingredients: your **domain** (the field or function you operate in), your **audience or outcome** (who you serve or what results you create), and your **level of specificity** (enough to trigger a relevant follow-up question). You are not just a "product manager" — you are a product manager who helps B2B SaaS companies reduce onboarding drop-off. The specificity is what makes you memorable.

The Position Formula

I [verb] [specific audience or problem]
in/for [domain or industry]
so that [outcome or benefit].

Keep it to 1–2 sentences. Practice it until it sounds like a natural sentence, not a template.

Position Examples by Role

- **Career Changer:** "I'm transitioning from supply chain ops into data analytics — I help teams see where the numbers behind logistics decisions are telling a story."
- **Manager:** "I lead learning & development at a mid-size financial firm, focused on turning high-potential employees into confident leaders."
- **Consultant:** "I work with early-stage startups to build their go-to-market strategy before they burn their first \$500K on the wrong channel."

STEP 3

Lead With an Accomplishment — The "A" in SPARK

Accomplishments are the credibility anchors of your introduction narrative. They move you from interesting to credible. The key is selectivity — you're not delivering a performance review. You're choosing one proof point that is specific enough to be believed, relevant enough to resonate with your audience, and brief enough to fit inside a conversation without killing it.

The most common mistake professionals make here is defaulting to vague superlatives: "I've had a lot of success in digital transformation" or "I've worked on some really impactful projects." These phrases register as noise. A great accomplishment statement has a number, a context, or a contrast — something concrete enough that the listener can form a mental image.

You should have at least **three to five accomplishment statements** in your toolkit — organized by theme (growth, efficiency, leadership, innovation) — so you can choose the most relevant one for each context. A single polished accomplishment stated naturally will do more for your credibility than five accomplishments rattled off defensively.

With Numbers

"I led a team that reduced client onboarding time by 40% in six months — which became the model for our entire regional division."

With Context

"In my last role, I was the only non-technical person on a 12-person engineering team — and I built the product roadmap process from scratch."

With Contrast

"When I joined, the team had no training infrastructure. Within a year, we had a full L&D function with 87% participation across the org."

STEP 4

Establish Relevance — The "R" in SPARK

Relevance is the most sophisticated component of the SPARK framework — and the most commonly skipped. It is the bridge between your story and the person standing in front of you. Without it, even the most compelling introduction feels like a monologue. With it, your introduction becomes a conversation starter that positions you as someone who has thought about the other person, not just about themselves.

Establishing relevance requires a small but critical shift in mindset: before you speak, you ask yourself, **"What does this person or room care about?"** This doesn't mean researching every contact exhaustively. It means paying attention to the context — the event theme, the person's role or industry, the conversation that just happened — and connecting your narrative to it with a light, intentional touch.

Relevance can be as simple as a single sentence that acknowledges the shared context. "Given that most people here are working in climate tech, the supply chain lens I bring tends to surface questions others aren't asking yet." That one sentence tells your contact: *I see you, I've thought about why I'm here, and I have something to offer in this specific context.*

→ Read the Room

What is the theme of this event, conversation, or community? Mention it early to signal awareness.

→ Connect the Dots Explicitly

Don't assume they'll see the connection. State it: "That's directly relevant to what you're working on because..."

→ Mirror Their Language

Use the vocabulary of your contact's industry or function. It signals fluency and respect.

→ Ask Before You Tell

When in doubt, lead with a question: "What's the main thing your team is focused on this quarter?" — then tailor your Relevance accordingly.

STEP 5

Land With a Key Ask or Connection — The "K" in SPARK

The "K" is where many professionals lose their nerve — and lose the opportunity. After a strong S–P–A–R sequence, the natural human instinct is to trail off politely and wait for the other person to take over. The problem is that without a clear Key Ask or Connection, even the most memorable introduction fizzles into a pleasant-but-forgettable exchange. You walked in the room; you need to walk out with something.


Your Key Ask doesn't have to be a big ask. In fact, the most effective networking asks are small, specific, and low-friction: asking for a 20-minute call, requesting a connection to a specific type of person, sharing a resource that creates reciprocal value, or simply expressing genuine curiosity about their work in a way that invites a deeper conversation. The point is intentionality — you close the loop with purpose.

High-Leverage Key Ask Examples

- "I'd love to hear how you approached [specific challenge] — could we grab a 20-minute call?"
- "I'm actively building my network in [industry] — is there anyone you'd suggest I connect with?"
- "I've been writing about [relevant topic] — I'd love your perspective if you're open to reading a short piece."
- "What's the best way to stay in touch with you after today?"

Asks to Avoid

- Vague: "Let's keep in touch sometime." (No action, no follow-through)
- Premature: "Can you refer me to your hiring manager?" (Too fast, no trust built)
- One-sided: Asks that only benefit you with nothing to offer in return
- Overwhelming: Multiple asks at once that create decision fatigue

 **The Reciprocity Principle:** The most effective Key Asks offer value first. Before you ask for anything, ask yourself: "What can I give or offer this person right now?" Even a relevant article, a warm introduction, or a thoughtful observation qualifies.

Adapting Your SPARK Narrative for Different Contexts

A single, static introduction script is a trap. The professional who delivers the same 90-second monologue at a venture capital summit, a casual industry meetup, and a LinkedIn DM has made a fundamental error: they've optimized for consistency at the expense of relevance. Your SPARK narrative is a system — and like any system, its power comes from how well you calibrate it to the situation.

The following guide shows you how to compress, expand, and reframe your narrative depending on the context. The core ingredients (your Story, Position, Accomplishment, Relevance, and Key Ask) stay the same — what changes is which components you lead with, how much depth you go into, and what tone you strike. Think of yourself as a skilled musician playing the same melody in different keys.



The 30-Second Introduction

Use when: Conferences, speed networking, hallway conversations.

Lead with: P + A + K only.

Tone: Energetic, crisp, curious.

Example: "I'm a learning designer working with mid-size tech companies to rebuild their onboarding experience. We cut time-to-productivity by 30% for our last three clients. I'd love to hear what onboarding looks like at your org."



The 90-Second Introduction

Use when: Networking dinners, introductory calls, panel introductions.

Lead with: S + P + A + R + K, full sequence.

Tone: Conversational, warm, confident.

Example: Full SPARK arc — story hook, clear positioning, one strong proof point, explicit relevance link, clean ask.



The Written Introduction (LinkedIn / Email)

Use when: Cold outreach, follow-up messages, profile summaries.

Lead with: R + P + A + K (relevance first to hook attention).

Tone: Warm, specific, non-salesy.

Key rule: Never copy-paste a verbal script. Written introductions need shorter sentences, clear paragraph breaks, and an unmistakable call-to-action.



The Virtual / Video Introduction

Use when: Virtual conferences, video networking sessions, Zoom breakouts.

Lead with: P + S + K.

Tone: Direct to camera, warm, name-drop context early.

Key rule: Open with your name and context immediately — "Hi, I'm [Name], joining from [City/Company]" — before any narrative, as virtual rooms have higher drop-off rates.

SPARK Builder Worksheet — Draft Your Narrative

Use this worksheet to build your personal SPARK narrative from the ground up. Work through each component in order. Don't edit as you write — get the raw material down first, then refine. Aim to complete a first draft in one sitting of 20–30 minutes. You'll refine it in the next section.

Component	Guiding Question	Your Draft (write freely — no editing yet)
S — Story	What's the one professional turning point that made you who you are today?	[Write 2–3 sentences. Don't self-censor.]
P — Position	Complete: "I [verb] [audience/problem] in [domain] so that [outcome]."	[Write your Position statement. Try 2 versions.]
A — Accomplishment	What's the most concrete result you've created that a stranger would find impressive?	[Write 1–2 sentences. Include a number or contrast if possible.]
R — Relevance	For your most common networking context, why does your background matter to the people in the room?	[Write the bridge sentence. Start with "Given that most people here..."]
K — Key Ask	What is the one thing you want to walk away with from a typical networking interaction?	[Write your go-to ask. Keep it low-friction and specific.]

- Worksheet Tip:** After completing your first draft, read it aloud. Anything that feels unnatural to say should be rewritten. Your introduction must pass the "sounds like a real person talking" test before you take it into the field.

Ready-to-Use Introduction Templates by Role

The following templates are structured versions of the SPARK framework, pre-populated with role-specific language. Use them as starting points, not scripts — the goal is to replace the bracketed fields with your real content and then practice until the template disappears and your authentic voice takes over. Each template has been calibrated for a different professional profile.

Career Changer Template

"I spent [X years] in [previous industry], where I [key skill or role]. I'm now channeling that experience into [new direction], specifically working with [target audience] to [key outcome]. Most recently, I [brief accomplishment with result]. The reason I'm particularly drawn to conversations in this space is [relevance statement]. I'm actually looking to [key ask] — would you be open to [specific action]?"

Manager / Leader Template

"I lead [function or team] at [company/industry context], where I focus on [specific challenge or priority]. In the last [timeframe], my team [accomplishment with measurable result]. I've been finding that [relevant industry trend or shared challenge] keeps coming up — which is why events like this feel timely. I'd love to hear how you're thinking about [specific topic] on your end — [low-friction ask]?"

Consultant / Independent Professional Template

"I work with [specific type of client] to solve [specific problem]. My background is in [domain], and I bring a [unique angle, e.g. cross-functional / data-driven / international] lens to it. A recent engagement I'm proud of: [brief accomplishment, specific result]. I'm here today specifically because [relevance to event/audience]. I'm always looking to connect with [type of person] — is that something that describes you or someone in your network?"

LinkedIn Message Templates for Networking Outreach

Your introduction narrative doesn't only live in face-to-face interactions. Written networking — especially via LinkedIn — is increasingly where high-value professional connections begin. The following templates apply the SPARK logic to written outreach, adapting the sequence for the written format (relevance-first to overcome the scroll-past instinct).

Connection Request (300 characters max)

"Hi [Name] — I came across your work on [specific topic/post/company] and it resonated immediately. I'm working on [brief position statement] and I think there's a real intersection here. Would love to connect and compare notes."

Follow-Up After Meeting

"Hi [Name] — Great meeting you at [event/context] yesterday. I wanted to follow up on our conversation about [specific topic]. As I mentioned, I've been [brief position/accomplishment]. I'd love to continue this conversation — would a 20-minute call work for you in the next couple of weeks?"

Cold Outreach to Admired Professional

"Hi [Name] — I've been following your work on [specific topic] for [timeframe] and your perspective on [specific thing] has genuinely shaped how I think about [relevant area]. I'm [brief position statement — 1 sentence]. I'm not looking for anything large — just [very specific, low-friction ask]. Would you be open to a brief exchange?"

Warm Intro Request

"Hi [Name] — Hope you're well! I'm actively expanding my network in [industry/function] and I thought of you immediately. I'm specifically looking to connect with [type of person] because [brief relevance statement]. Would you happen to know anyone who might be a good fit for a quick intro? Happy to return the favor anytime."

Case Study: From Generic to Compelling — Sarah's Narrative Transformation

Meet Sarah. She's a 7-year marketing professional who recently transitioned into product management at a health-tech startup. She's talented, credible, and genuinely excited about her new direction. But every time she introduces herself at networking events, she watches eyes glaze over. Here is exactly what was happening — and how she fixed it.

✗ Sarah's Old Introduction

"Hi, I'm Sarah. I've been in marketing for about seven years, mostly digital and content, and I recently moved into product management. I'm really passionate about health tech and user experience. I'm just getting started in the PM space but I'm excited to learn and connect with people in the industry."

What went wrong:

- Opens with a job title, not a story
- "Just getting started" signals lack of confidence
- No accomplishment — zero credibility proof
- Vague relevance: "I'm excited to learn" tells them nothing
- No ask — conversation has nowhere to go

✓ Sarah's SPARK Introduction

"I spent seven years in digital marketing where I became obsessed with why users do — or don't — complete the actions we design for. That obsession led me to product management, and now I lead feature development at a health-tech startup focused on reducing medication non-adherence. Our last product update improved daily active users by 34% in 90 days. I find the intersection of behavioral science and digital health to be the most underexplored space in PM right now — and I suspect a lot of people in this room are circling the same territory. I'm specifically trying to connect with other PMs in regulated industries. Is that your world?"



Raw Material

SPARK Structure

Polished Narrative

The difference between Sarah's two introductions is not confidence, personality, or experience — it's structure. The SPARK framework didn't change who she is; it organized what she already had into a form that works for other people to receive and respond to. This is the transformation available to every professional who does the work in this guidebook.

7 Introduction Mistakes That Kill Networking Conversations

Even professionals with strong career records make the same introduction mistakes repeatedly. These aren't character flaws — they're habits formed in the absence of a system. Recognizing them is the first step to eliminating them. Below are the seven most common offenders, along with a clear fix for each.

1 The Job Title Dump

Mistake: "I'm a Senior Business Analyst at Deloitte." Full stop.

Fix: Lead with what you do for people, not your title. Titles trigger assumptions; outcomes create curiosity.

2 The Apology Introduction

Mistake: "I'm sort of in between roles right now" or "I'm just a junior [X]."

Fix: Never apologize for your current status. Every career stage has a compelling story — find yours and tell it without qualifiers.

3 The Résumé Recitation

Mistake: Listing every role, company, and credential chronologically.

Fix: Choose one narrative thread. A networking introduction is a highlight reel, not a timeline.

4 The Jargon Fortress

Mistake: "I drive cross-functional synergies across the omnichannel B2B value chain."

Fix: If a smart 15-year-old couldn't understand your intro, rewrite it. Clarity signals intelligence; jargon signals insecurity.

5 The Monologue

Mistake: Delivering a 3-minute unbroken speech with no room for the other person.

Fix: Build in pauses and questions. An introduction is the opening of a dialogue, not a prepared statement.

6 The Inconsistency Problem

Mistake: A different story every time depending on mood or context — leaving people confused about who you really are.

Fix: Build your core SPARK narrative and practice it until it's stable. Adapt tone and emphasis, not the core message.

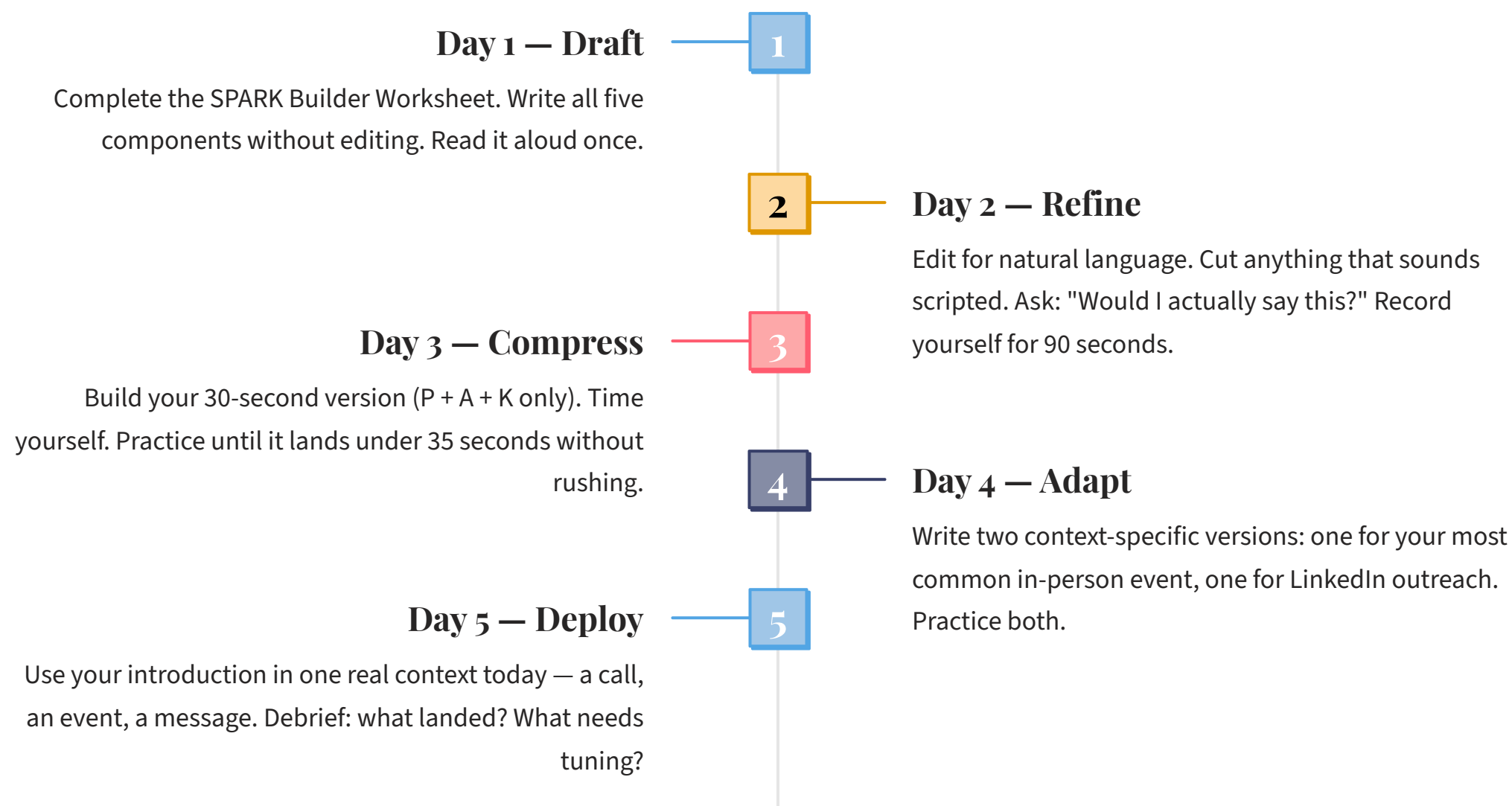
7 The Forgotten Ask

Mistake: A great intro that ends with "...so yeah, that's me!" and trails off.

Fix: Every introduction needs a purposeful close. Prepare your Key Ask in advance so it comes out naturally, not desperately.

The 5-Day Narrative Refinement Sprint

Knowing the SPARK framework is not enough. The gap between "I have a great introduction on paper" and "I deliver it naturally in any situation" is closed by deliberate practice — not by reading about it. This 5-day sprint is designed for time-poor professionals: each day requires no more than 15 minutes of focused effort and builds systematically on the previous day.



Accountability Tip: Find a trusted colleague, mentor, or peer to exchange introductions with after Day 2. Hearing your introduction through someone else's ears is the fastest way to identify what's working and what needs work. Offer to return the favor — it's good practice for both of you.

Introduction Narrative Self-Evaluation Checklist

Before you take your introduction into the world, run it through this checklist. Be honest — the goal is to identify the 1–2 areas that need the most attention before your next networking opportunity. You don't need a perfect score to get started; you need enough to walk in with confidence and learn from every real-world interaction.

Story & Position

- My introduction opens with something other than my job title
- A stranger could clearly explain what I do after hearing my introduction
- My Position statement names a specific audience or outcome (not just a function)
- My introduction sounds like a natural conversation, not a rehearsed speech
- I've removed all jargon that requires industry knowledge to decode

Accomplishment & Relevance

- I include at least one concrete result, number, or contrast as a proof point
- My accomplishment is specific enough to be memorable
- I connect my background to the interests of the person or room I'm speaking to
- I do not apologize for my career stage, transition, or current title
- My introduction invites a follow-up question naturally

Delivery Criteria	Yes / Not Yet	Next Action
I have a clear, specific Key Ask ready for my most common context	<input type="checkbox"/> / <input type="checkbox"/>	
I can deliver a 30-second version naturally without looking at notes	<input type="checkbox"/> / <input type="checkbox"/>	
I have practiced my full introduction aloud at least three times	<input type="checkbox"/> / <input type="checkbox"/>	
I have a written version ready for LinkedIn or email outreach	<input type="checkbox"/> / <input type="checkbox"/>	
I have received feedback on my introduction from at least one trusted person	<input type="checkbox"/> / <input type="checkbox"/>	

ADVANCED APPLICATION

Building Your Introduction Narrative Portfolio

A portfolio approach to your introduction narrative means maintaining a small, curated library of versions — each calibrated for a different context, audience, or goal. This is how senior professionals operate: they have a stable core identity but adapt their framing intelligently based on who they're speaking to and what they want to achieve from the interaction.

Think of it as building four key assets that live in a single document (or even a notes app on your phone) that you review before any significant networking event or outreach session. The work you've done in the worksheet and templates sections of this guide gives you the raw material — now it's about organizing it into a system you'll actually use.



The 30-Second Spark

Your fastest, most portable version. P + A + K. Delivered in under 35 seconds. Used whenever you need to make an impression quickly. This should be the most practiced version you own.



The 90-Second Full Arc

Your signature narrative. All five SPARK components in full. Used for introductory calls, networking dinners, and any context where you have 1–2 minutes to establish who you are.



The Written Version

Your LinkedIn-ready narrative. Adapted for written format with relevance-first sequencing, short sentences, and a single clear call-to-action. Used for outreach messages and your profile summary.



The Context Variant

A version built specifically for your most important upcoming event, target industry, or networking goal. Updated seasonally or whenever your focus shifts significantly.

Store these four versions in a single living document. Label each one clearly. Review your portfolio every 90 days — your career evolves, your accomplishments accumulate, and your Key Ask changes. An outdated introduction is almost as damaging as a poorly constructed one.

METRICS

How to Know If Your Introduction Is Working

Professional development is only complete when it translates into measurable outcomes. Your introduction narrative is no different — and too many professionals refine their pitch in isolation without ever developing a feedback loop to know whether it's actually creating the results they want. The following framework gives you concrete signals to track after every networking interaction.

3+

Follow-Up Requests

A strong introduction generates at least 3 meaningful follow-up requests per 10 networking conversations. If you're below this, revisit your Key Ask component.

80%

Comprehension Rate

After your introduction, at least 80% of contacts should be able to accurately describe what you do in one sentence. Test this by asking "Did I explain that clearly?"

2X

Conversation Depth

Your introduction should reliably extend conversations beyond the initial exchange. Aim to double your average networking conversation length within 30 days of applying SPARK.

5

Days to Refine

The 5-Day Sprint is designed to get you from zero to a field-ready introduction in one focused week. Track your progress against this benchmark to maintain momentum.

Beyond quantitative signals, pay attention to qualitative feedback: Are contacts asking follow-up questions that show genuine curiosity? Are they referencing specific things you said when they follow up with you afterward? Are you being introduced by others to their contacts using the exact language you used to describe yourself? These are the clearest signs that your narrative is landing — and being passed on.

NEXT STEPS

Your Action Plan: From Guidebook to Real Results

You now have the framework, the templates, the case study, the checklist, and the refinement sprint. The only remaining question is: **what are you going to do in the next 48 hours?** Research consistently shows that professional development resources have a 72-hour window of peak implementation momentum — if you haven't taken an action within three days of finishing a guide, the probability of application drops sharply. Don't let that happen here.

01

Today (15 minutes)

Complete the SPARK Builder Worksheet. Don't edit — just write. Get a rough first draft of all five components down on paper.

02

Tomorrow (15 minutes)

Refine your draft using the self-evaluation checklist. Record yourself delivering your 90-second version. Listen back with honest ears.

03

This Week

Complete the full 5-Day Sprint. Identify your next networking event, call, or outreach opportunity and commit to using your narrative in it.

04

This Month

Deploy your introduction in at least 5 real networking contexts. Track which elements generate the strongest responses and refine accordingly.

05

Every 90 Days

Review and update your introduction portfolio. Update your Accomplishment component with recent wins. Recalibrate your Key Ask based on your current goals.

Remember: The goal is not a perfect introduction. The goal is a consistently good one that gets better every time you use it. Every conversation is data. Stay curious about what's working — and build on it.

KEY TAKEAWAYS

What You Now Know — And Can Do

This guidebook has given you a complete system for one of the highest-leverage professional skills you'll ever develop. Before you close it, lock in the core ideas. The following seven takeaways are the essential truths you should carry into every networking interaction from this point forward.

1

Structure Creates Authenticity

A well-structured introduction doesn't feel scripted — it feels natural. The SPARK framework gives you architecture, not a script.

2

Specificity Is Your Superpower

Vague introductions are forgettable. Specific ones — with numbers, contexts, and named outcomes — stick in people's minds and get passed on.

3

Context Demands Adaptation

One size does not fit all. The same core SPARK components should be sequenced and calibrated differently for every context, audience, and channel.

4

Relevance Creates Connection

The most memorable professionals in a room are the ones who clearly understand why they're there and why their work matters to the people around them.

5

Always Close With Intention

An introduction without a Key Ask is an opportunity without a door. Every conversation deserves a purposeful close — even a small one.

6

Practice Is the Real Work

Frameworks only become skills through repetition. The 5-Day Sprint is not optional — it's where this guidebook actually pays off.

7

Your Narrative Lives and Evolves

Your career grows. Your accomplishments accumulate. Your goals change. Review and refresh your introduction portfolio every 90 days — it's a living document, not a finished product.

You've done the groundwork. Now go have the conversation. The opportunities you're looking for are waiting on the other side of a well-crafted introduction.