

Effective Intro Statements

MAKING CONNECTIONS THAT COUNT

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OVERVIEW

- Three Cups of Tea
- Focus on the First Cup: Who are you and what do you want?
- Contacts & Considerations
- Practice

THREE CUPS OF TEA

1st

- Who are you and what do you want?

2nd

- What do you do and why are you here?

3rd

- What happens next?

“The first time you share tea with a Balti, you are a stranger. The second time you take tea, you are an honored guest. The third time you share a cup of tea, you become family...”

- Three Cups of Tea: One Man's Mission to Promote Peace One School at a Time, Greg Mortenson and David Oliver Relin, Penguin Books, NY (2006)

WHO ARE YOU AND WHAT DO YOU WANT?

Focus on the First Cup

PROPER PRIOR PLANNING PREVENTS POOR PERFORMANCE

Who are You?

- Who do you work for?
- What do you do?
- What is your purpose?

Where are you going?

- Why this place?
- What do you know about them – mission, hiring practices, community involvement, etc.?
- Do you have any personal connections?

What is the Goal?

- Short Term
 - Immediate hire? Tour? Mock interview?
- Long Term
 - Relationship

GOAL STATEMENTS VS PURPOSE STATEMENTS

| Goal | Purpose |
|---|---|
| <i>noun</i> the result or achievement toward which effort is directed; aim; end. | <i>noun</i> the reason for which something exists or is done, made, used, etc. |
| Effect | Inspiration |
| What do I want | What Drives Me? |
| Easy to measure, achievable | Takes a lifetime to achieve |
| Synonyms: objective, end, target | Synonyms: Intention, drive, reason, vocation |
| "I'm here because ..." | "I'm here because ..." |

CONTACTS AND CONSIDERATIONS

- In person
- Email
- Zoom Networking Event
- Phone Cold Calling
- Linked In Connection
- Facebook Jobs Boards

How much time do I have, and how do I use it efficiently?

What is my hook for this specific business?

What is a reasonable second cup?

WHY DO CONNECTIONS FAIL?

| What the employer says | What can you learn |
|----------------------------------|--|
| We don't need your help | Can you make your purpose more clear? |
| I'm too busy | Can you improve your timing? |
| I don't think we'd be a good fit | Did you accidentally feed into a stigma or stereotype? |
| We're not hiring | Was your purpose clear enough? Were you cognizant of the business needs before making an ask? |
| It never worked in the past | How can you learn from their experience? |

SAMPLES

I'm an Employment Specialist and I work with people with disabilities/criminal history/mental health issues get a second chance towards being an independent and productive member of society. Can you help us? Are you hiring?

- Clear purpose, obscure goal
- TMI – does this really help your clients and respect their boundaries?

I want to talk to your hiring manager – are they available?

- Doesn't respect the "gatekeeper"

Are you hiring? I help people find jobs. Can we talk?

- Clear goal, obscure purpose

A GOOD INTRO

Efficient

- Gets the important information across in a clear, concise way

Purposeful

- Your commitment to your clients and your mission is what is going to make people want to help you

Respectful

- How can you meet the employer in the way most comfortable to them?

MY INTRO

Hello! I'm an employment specialist for Valley Packaging Industries. I partner with Outagamie County to help people explore employment and independence. It's helpful for me to learn as much as I can about local companies, so I can share that information with my clients. Can we set up a time to meet and discuss?

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