



THE NEW ELLIS GROUP

Monday Monday

Connecting the Dots with Karen Kaplowitz



Helping you create and reinforce the habits of successful career building, gleaned from my work as a business development strategist, trainer and coach.

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Learning To Introduce Others. We have all taken time to develop a way to introduce ourselves to other people we meet. Everyone knows the concept of the “elevator speech”: be brief and memorable when someone asks you what you do and avoid answers like “I am a lawyer” or “I am a litigator” which do not leave much of an imprint. Are you equally prepared to introduce your colleagues to meaningful people you expect to meet at events? It is very powerful to include substantive information about people when you make introductions. People light up when you remember their names but they absolutely glow when you also remember—and repeat—something positive about them. Making informative introductions enhances the level of discussion and also telegraphs to the people involved how much you value them and how they might relate to one another. The best material to provide in an introduction is information that is relevant to the third person. If you can also include information that relates to your own priorities, such as your firm’s enhanced ability to handle certain kinds of matters, even better.

Example: You take a new lateral partner to a bar association meeting to introduce her around. You could say “This is our new partner Sheila Brown who is a former Assistant US Attorney.” Or you could provide a more memorable introduction that would facilitate conversation and highlight your new partner’s expertise and say “Joe, meet our new partner Sheila Brown who prosecuted Dennis Kozlowski [or some other notable matter] when she was in the US Attorney’s office.” On the other side of the introduction, you could tell Sheila just that Joe is a partner at a particular firm or you could be descriptive: “Joe is the head of his firm’s bankruptcy group and just finished the Chapter 11 of the largest airline ever to file bankruptcy.” If you don’t know what Joe has done lately, you can still convey your high regard for him: “Sheila, this is Joe, who handles the biggest bankruptcies in the airline industry. What company are you reorganizing now, Joe?” Through either introduction, you have facilitated a conversation between the two of them with real substance about each person. You can go on to talk to others, secure that they can carry on.

Are you ready to inject more dynamism into your introductions this week? Skillful introductions demonstrating your respect for the people you bring together reflect well on you. Chances are, when you walk away, the first topic of conversation will be their admiration for you.