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Introductions

You never get a second chance to make a first impression.



Aims

- How to introduce yourself
- What to say and what to do
- Why introductions are important
- PAPO — How to describe your project
- International business card etiquette

A How to introduce yourself

Quiz

What information do you like or need to give when you introduce yourself? Tick the boxes.

- 1 name
- 2 address
- 3 nationality
- 4 qualifications
- 5 job title
- 6 company
- 7 responsibilities
- 8 company location
- 9 purpose of visit
- 10 family information

The elevator pitch


Imagine you are in the elevator of an office you are visiting. You recognize that an important client who does not know you is standing there. You have a maximum of 30 seconds to introduce yourself and make an impression. Think about what you will say. Then read the **Briefing**.



Briefing

Making a good first impression is an important skill but most people don't do it very well. They get confused. They say the wrong thing. They forget the most important information. So what do you need to say? Remember these six things.

1 Name	Say your name CLEARLY. Pause between your given (first) name and your family name.
2 Nationality	Say where you come from. This may help people identify your accent and make you easier to understand.
3 Job	Say your job. Give your job title or say what your job is.
4 Company	Give the company name. Say which company you work for.
5 Location	Give the location of the company.
6 Pitch	Make a pitch. Give a reason for talking to the person. Say why you are here. Describe in one sentence your responsibilities. A pitch is what you do to make the other person interested in you.



Be careful about:

- **shaking hands** — maybe wait until they offer you their hand.
- **making jokes** — people can take them seriously, misunderstand, or be insulted.
- **asking people to do something** — they may not be able to help or they may not want to. Don't alienate people, encourage them.

Listening

- 1** Listen to seven people introducing themselves at an international conference. They did not include all the information about themselves. Put a tick if they gave the information. Which speaker gave all the necessary information?

	Name	Nationality	Job	Company	Location	Pitch
01	Speaker 1					
02	Speaker 2					
03	Speaker 3					
04	Speaker 4					
05	Speaker 5					
06	Speaker 6					
07	Speaker 7					


2 Listen again to the seven people and say if these statements are **true** or **false**.

- | | | |
|-----------------------------------------------------------------|-------------------------------|--------------------------------|
| 1 Speaker 1 is a human resources manager. | <input type="checkbox"/> True | <input type="checkbox"/> False |
| 2 Speaker 2 works for a gasoline station company. | <input type="checkbox"/> True | <input type="checkbox"/> False |
| 3 Speaker 3 is based in London. | <input type="checkbox"/> True | <input type="checkbox"/> False |
| 4 Speaker 4 works in Edinburgh. | <input type="checkbox"/> True | <input type="checkbox"/> False |
| 5 Speaker 5's company has its headquarters in Stuttgart. | <input type="checkbox"/> True | <input type="checkbox"/> False |
| 6 Speaker 6 works in Europe. | <input type="checkbox"/> True | <input type="checkbox"/> False |
| 7 Speaker 7 works in Kerala, India. | <input type="checkbox"/> True | <input type="checkbox"/> False |

Business practice



1 Listen and repeat these sentences.

Say hello	Hi, I'm (<i>your name</i>). Hello, my name's (<i>your name</i>). Good morning / Good afternoon / Good evening, my name's . . . Can / May I introduce myself? My name's . . .	 <p>▲ IT (Information Technology)</p>
Say where you are from	I'm from Rio de Janeiro in Brazil. I'm Brazilian. I come from Rio.	
Say what your job is	I'm a project manager and IT specialist. I work as an accountant for a big US corporation.	
Say where you work	I work for/with Petrobras, the oil and gas company.	
Give the company's location	The company is based in Rio de Janeiro. We're located in a suburb of Stuttgart.	
Say why you are here and what you are doing	I'm responsible for overseas suppliers and I'm here to make an agreement with a new contractor.	

2 Test yourself. Cover the sentences above and then complete these sentences.

- I'm responsible sales in Eastern Europe.
- I give you my card?
- The company is in Switzerland.

- 4 I'm the USA.
- 5 I'm to network.
- 6 I'm for IT systems.
- 7 The company is in the city center.
- 8 Hi, may I myself?

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3 Listen to this introduction and repeat it. Try to copy the intonation.



Hello. May I introduce myself? I'm Alex Johnson. I'm from Leeds in the UK. I'm a systems analyst at IBM, based in Leeds, and I'm currently working with a team here to evaluate our new telecoms application.

Now record your own introduction. Don't forget to make your **pitch**. Listen to it and compare. Did you sound clear, interesting and friendly? If you can, ask a colleague or friend to listen to it to give you their opinion.

Business culture

People in different parts of the world have different customs when exchanging business cards. Study this table. What is the etiquette where you live and work?

Europe	Asia
Give the business card at any time.	Offer the card first when you meet.
Don't do a special presentation.	Offer it with both hands, card facing outwards.
Give it with one hand or leave it on the table.	Read it carefully and comment.
Put it in a pocket or notebook.	Put it in a card holder.
Write extra information on it if you need to.	Never write on it.



What's the difference? **In Europe**, and also in the Americas, the business card is simply a means of follow-up contact.

In Asia it is a ritual and a record of your business network. If you treat the business card seriously, it means you are serious about the people you are meeting.

B How to describe your current project

Briefing

It is important to be able to describe your current project — what you are working on right now. Use this formula to describe your job and your current project simply and clearly.

P	Project title	First, say what the name of your project is.
A	Project aim	Next, say what its aims are.
P	Project process	Then say how you are organizing you project.
O	Project outcome	Finally, say what the outcome or result will be.

If you do this well, your partner or client will be able to ask questions to get more information or to clarify anything that is necessary.

Listening

- 1 Here are four PAPO descriptions. Listen and write down the key information. Pause the audio and listen again when you need to.



10	Current project 1	11	Current project 2
P		P	
A		A	
P		P	
O		O	
12	Current project 3	13	Current project 4
P		P	
A		A	
P		P	
O		O	

2 Listen again to the four PAPO descriptions.

- 1 In **Current project 1** what word or phrase tells you that the schedule for the report will be difficult to achieve?
- 2 In **Current project 2** what word or phrase tells you there is an obligation to submit the bid by the end of the year?
- 3 In **Current project 3** what word or phrase means *now*?
- 4 In **Current project 4** what word or phrase means the same as *aim*?

Business practice



1 Listen and repeat these sentences.

P How to describe your project title

The focus of my current project is . . .
 The project I'm working on right now is . . .
 The project I'm currently responsible for is . . .

A How to describe your project aim

The aims and objectives of the project are . . .
 It's a project which is designed to . . .
 The project aims to . . .



P How to describe your project process

The project is organized in three stages: plan, build, and run.
 There are three phases in the project: project research, materials design, and project **dissemination**.
 The project is divided into three main areas: sourcing contractors, agreeing contracts, and managing the supply chain.

O How to describe your project outcome

*You can describe the project outcomes in terms of **QUALITY** or **TIME**.*

QUALITY OUTCOMES

The project outcomes will be increased customer support, reduced customer complaints, and higher overall customer satisfaction.
 The outcome of the project will be improved performance and deeper staff engagement with the product and with the company.

TIME OUTCOMES

Stage one will be completed by December.
 The project is due for completion by this time next year.

Glossary

To **disseminate** information or knowledge means to distribute it so that it reaches many people or organizations.



2 Test yourself. Complete the sentences with words from the box.

based	outcome	responsible	purpose
agreement	contractor	supplier	overseas

- I hope the of this negotiation will be successful.
- If all goes well we expect to make an by next month.
- I'm for the supply chain.
- Tell me the of your visit.
- I'm a to some of the largest companies in Britain.
- My company is in Dusseldorf, Germany, but I work in Delhi.
- I'm here to find a to build the new power station.
- My job is to manage operations.

3 Test yourself. Complete the sentences with prepositions from the box.

on	in	for
----	----	-----

- My company is based Thailand.
- I'm responsible four hundred employees.
- I work a large multinational.
- I'm working a new project.
- The project is organized three stages.
- I am collaborating the project with three other companies.



4 You are at a conference and a business partner asks you about your current project. Listen and answer his questions.

Partner: Tell me what you're working on right now.

You:

Partner: Sounds interesting. What are its aims?

You:

Partner: I see. And tell me how you're running the project.

You:

Partner: And what will the outcome be? What are you hoping for?

You:

Partner: That's very interesting. Let me tell you what I'm working on at the moment.
We're looking for a supplier who can . . .

Business writing

What's on your business card? Remember, you need more information for use internationally than you need in your own country. And you may need information in the language of your partners or clients.

Writing task

Study this business card and then design your own card.

Company name and logo

Your name (first name and family name) **and qualifications after your name** (important in Eastern Europe, Latin America and Asia)

Your job title (make sure it is clear)

Your company address

Your contact telephone number, mobile number, and fax number

Your email address

The company website URL

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Key takeaways

Write down the things you will take away from Unit 1 and how you will implement them.

Topic	Takeaway	Implementation strategy — How?	Implementation time frame — When?
How to introduce yourself — the elevator pitch			
What you need to include in a personal introduction			
PAPO — How to describe your project			
What to put on your business card			
How to present your card in different parts of the world			