

# The Introduction Builder

Your introduction is not one script. It is one core, dressed for the room.

**YOUR CORE** write it once

who you are · what you do in one plain sentence · one thing that is alive for you right now

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Then swap the third element per room:

**NEW CLIENT** — what you help people like them with

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**SENIOR STAKEHOLDER** — the outcome you are driving

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**PEERS** — what you are figuring out right now

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**CONFERENCE** — the question you keep coming back to

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**COMMUNITY** — what you want to practise

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*If you feel stuck: say the core out loud once, plain. Then ask “who is in front of me, and what do they need to know first?” and record again.*

**Don't underestimate this. The room keeps changing. — One ripple can change the tide.**