

Conference Intro Prep

No title doing the work. Ninety seconds. Here is the prep:

- 1 What you do, in words your industry didn't invent.

- 2 What you are working on or curious about right now — the alive thing.

- 3 One genuine question you can ask them (conversation is a door that swings both ways).

- 4 The version of you that shows up when nobody knows your track record: what do you want them to remember?

Signal check: if your intro sounds like a script you haven't updated in a while, update the script. Pull in this month's work, this month's curiosity.

Curious, clear, human. Lead with what's alive. — One ripple can change the tide.