the introduction as
STORYTELLING

the introduction as
PRINCIPLES
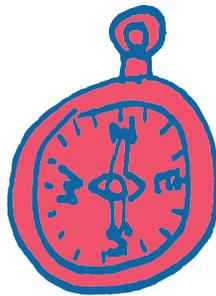
the introduction as
FUTURE-MAKING

the introduction as
INVITATION
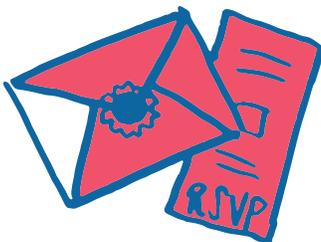
the introduction as
COLLECTIVE IDENTITY
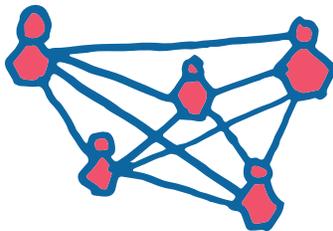
the introduction as
GIFT

the introduction as
METAPHOR

the introduction as
INTERVENTION

the introduction as
_____

Introduce what you do by describing what you would like to be doing.

THINK ABOUT:
- what you'd like to be doing in one year, in five years
- the people you'd like to work with
- the world you want to work toward

FOR INTRODUCTIONS THAT:
create possibilities for the work you want to be doing

Introduce what you do through the principles that guide your work.

THINK ABOUT:
- your values
- the deeper motivations that tie your projects together
- personal rules or guidelines that shape your process

FOR INTRODUCTIONS THAT:
communicate the heart of what you do and the underlying structures that guide your work

Introduce what you do as a story.

THINK ABOUT:
- beginnings, middles, and ends
- characters
- settings

FOR INTRODUCTIONS THAT:
are relatable, compelling, easy for people to connect to and remember

Make an introduction for someone.

THINK ABOUT:
- the different circles of people you know and how you can bridge them
- common ground—consider common motivations, geographies, training, practices, etc.

FOR INTRODUCTIONS THAT:
build stronger, more connected, more collaborative communities

Introduce what you do as part of a greater whole.

THINK ABOUT:
- those directly and indirectly involved in your work
- the systems your work is situated in
- collective identities (groups, movements, fields, etc.) you bring to your work and yourself

FOR INTRODUCTIONS THAT:
recognize your participation in larger systems and emphasize the collective nature your work

Introduce what you do as an invitation.

THINK ABOUT:
- potential collaborations
- ways you need support or could provide support
- events, communities, resources your audience/interlocutor might be interested in

FOR INTRODUCTIONS THAT:
create opportunities for collaboration and extend the relationship beyond the introduction

THINK ABOUT:
-
-
-

FOR INTRODUCTIONS THAT:

Introduce yourself as an act of intervention into a system.

THINK ABOUT:
- making your motivations and the causes you care about explicit
- land acknowledgements, pronouns, power, titles, etc.

FOR INTRODUCTIONS THAT:
recognize that all your actions, even your introductions, can have systems implications

Introduce what you do using metaphors.

THINK ABOUT:
- getting away from the standard vocabulary of your field
- comparisons that convey elements of your work or your practice in terms that are meaningful to your audience/interlocutor

FOR INTRODUCTIONS THAT:
open new ways for people to relate your work, particularly for those who come from different contexts