

*So, you got tagged with introducing me at an upcoming event.
Well, let me tell you how valuable to me and your audience you are!*

A good introduction does three really important things:

- 1. Instills confidence so that the audience knows they will not be wasting their time.*
- 2. Bolsters my credibility so that the audience feels like I have something of value to offer. (I do!)*
- 3. Makes me familiar and increases their trust so that they listen with an open mind. When you ask the audience to “put their hands together” to welcome me and then shake my hand, they see you as their representative. They feel that when we connect, so do they.*

Here is a suggested introduction that should accomplish all three goals.

Thanks!

Jackson

Ladies and gentlemen, please welcome our next speaker, Jackson Kerchis.

Jackson is a former management consultant, startup executive, and Zen monk.

He is the first person to major in Happiness. After creating this degree and teaching the first Happiness course at the University of Alabama he shifted his focus to the intersection of happiness research and work.

As speaker, author, and executive coach he champions the transformative role of happiness in both personal fulfillment and professional success. As a trusted advisor for companies and military forces, Jackson empowers organizations to create positive, thriving work environments.

Despite these many roles, Jackson has become known, for lack of a better term, as the Happiness Nerd.

Today, you'll learn practical science for happier work and life. Please get on your feet for Jackson Kerchis!