

KEYNOTE & WORKSHOP

The Science of Powerful Introductions

How to be remembered in the age of AI

CAL AMIR

INTRODUCTION LAB · COMMUNICATION AND CONNECTION EXPERT

How you introduce yourself when you first meet someone is one of the biggest leverage points of your career, yet most people never invest time in perfecting their intro. People decide almost immediately whether you are worth their time, and the vast majority of introductions fail this test. One introduction to the right person can drastically change the trajectory of your life.

WHAT YOU WALK AWAY WITH

- How to introduce yourself in a way that is confident, natural, effortless, and creates a path for an easy conversation
- The attributes of a powerful origin story so that you become memorable, interesting, and fun to talk to
- A teachable science based method to answer the famous question “What do you do?”
- How to be remembered as the person everyone wants to follow up with
- The ability to connect with anyone in the room

FORMATS

60 MIN	Signature Talk	The complete method, from why introductions fail to what a strong one is built from, with live demonstrations throughout.
20 MIN	Short Talk + Q&A	The core methodology, with time for questions from the room.
CUSTOM	Built to Fit	Adaptable to your format and setting, from a fireside chat or dinner to a retreat session.

WHAT ORGANIZERS SAY

“The highest rated and most engaging session by far. Our members still quote his framework.”



Olga Sherstyuk
Founder, Loko Community

“Cal is a walking TED Talk.”



Christian “Lost LeBlanc” LeBlanc
YouTuber, 4M+ followers

“So many ‘ah ha’ moments. You could see people in the room implementing what he was teaching in real time.”



Kate Smith
Founder, The Remote Career Accelerator

ABOUT CAL

Cal Amir is a communication and connection expert delivering keynotes and workshops training professionals on how to master the art and science of a powerful introduction. Most people decide within the first 60 seconds whether someone is worth their time or not. Cal’s science based framework is proven to get you noticed and create a connection. Cal spent his early career on Wall Street structuring billion dollar leveraged buyouts, then two decades advising executives and founders. He has taught his framework at UCLA’s Department of Communication and is co-authoring academic research with a PhD researcher in communication, human connection, introductions, social neuroscience, and first impressions.