7 / Introducing A to B in person & offering transitional collaboration to help A & B get off to a good start

6 / Introducing A to B in person, following up with A & B to nurture the connection

5 / Introducing A to B in person

4 / Introducing A to B in a conference call

3 / Introducing A to B in an email

2 / Suggesting A talk to B; telling B to look for A

1 / Suggesting to A that A should talk to B

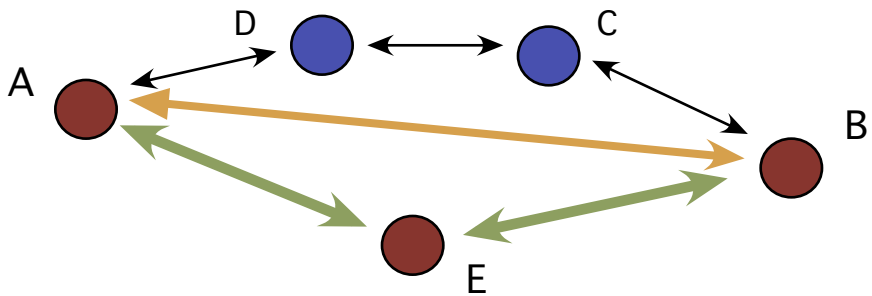
Takes time

Engages talent

Builds trust

Takes time

Engages talent

Builds trust

The Introduction Pyramid