



# Sniffing a vulcan



# SI profile

- ➔ New NBA  
Commissioner Adam  
Silver is his own man



# “External and “internal” resume

- Internal: feelings, thoughts, who they were at different points in their lives.
- External: professional life/public face
- Most memorable profiles focus on the internal resume

Everyone has a story



# What kind of profile?

➤ **WHAT KIND OF PROFILE SHOULD I TRY TO DO?**

➤

➤ A vignette: A moment in time.

➤

➤ A day in the life

➤

➤ Fifteen minutes of fame

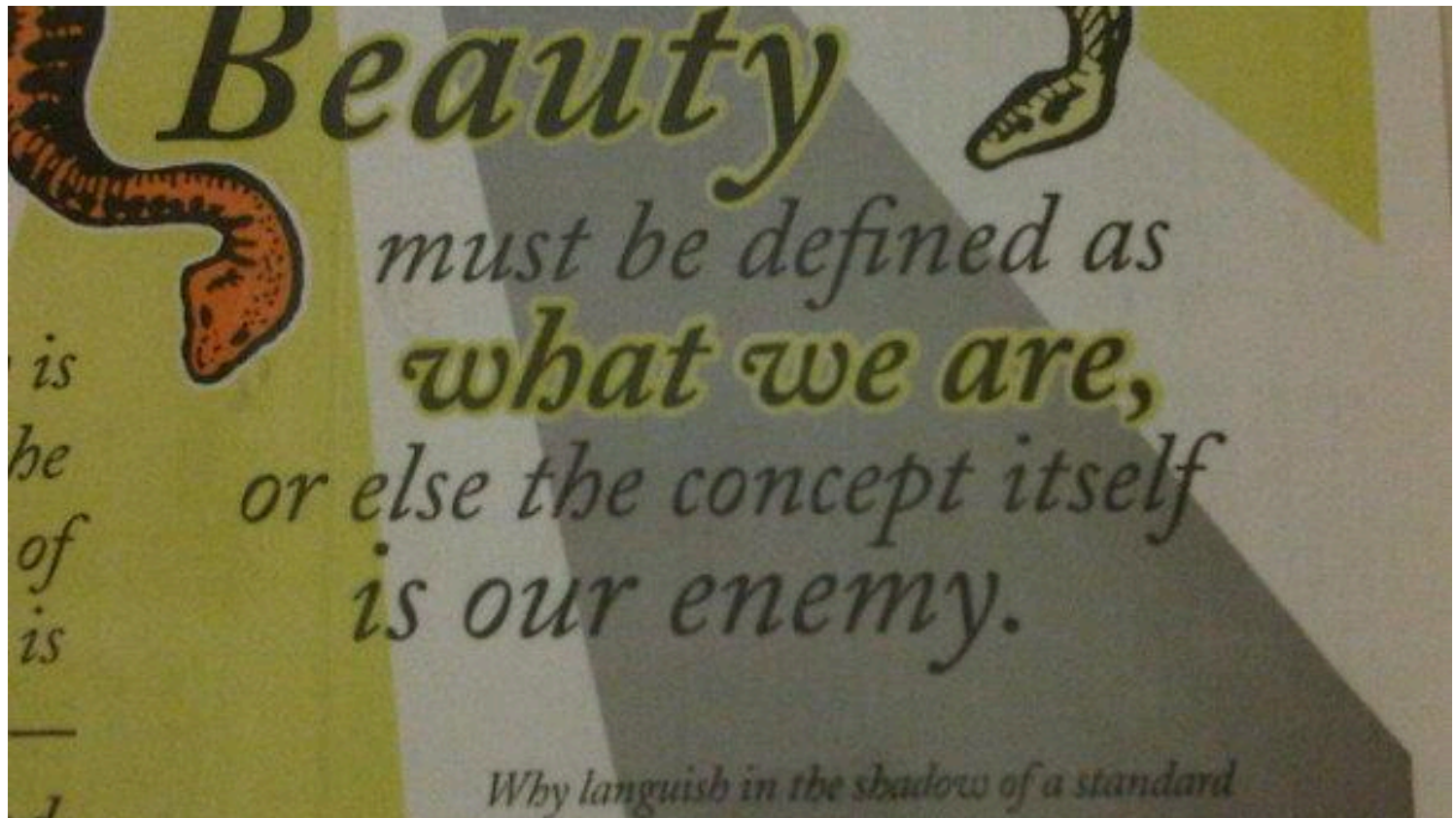
➤

➤ Full-life profile

# What if they won't talk



# Check out people's stuff





# Pick the right platform



