

Building An Effective Network

An effective network is composed of many different types of people. List the names (or titles) of the people who fit into each category (some names may be repeated since people often have more than one role in your life).

- Who are your sources of information?
- List the people who could be centers of influence.
- Who are the people that actively refer potential clients to you?
- List the experts whose services you use and can refer to others.
- Who keeps you informed of events and opportunities?
- List the people who genuinely care about you, listen to you and support you.
- Who are your mentors?
- List your role models.

Now that you have specified the people in your current network, review the lists. Do one or two people perform most of the roles? Are there any areas that are lacking names? Are most of the people the same “type”? How do you feel about your network?

- List the kinds of support you would like to have right now.

- What additional types of support do you need over the next year?

- Who would you like to add to your network?

- List at least 10 goals for improving your network.

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