



Maximize Your Networking and Accelerate Your Next Steps

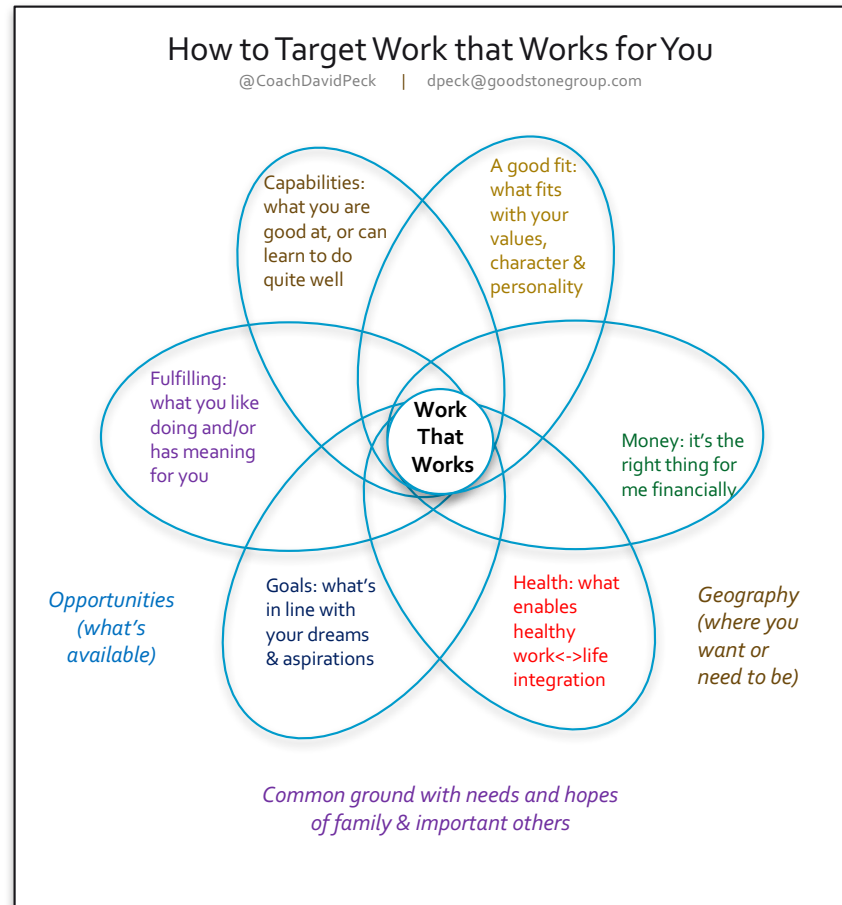
David Peck
Principal, Goodstone Group
dpeck@goodstonegroup.com
(415) 876-8449

Where do great next-step career opportunities arise from?

1. Your network and their network
2. Your network and their network
3. Your network and their network
4. (Other places)
5. Being clear about what you're seeking. Please don't say "Casting a wide net"

Yet we're all super-busy. Who's got time to schmooze 100's of people? This is your road map to maximize your networking time to put you in front of the right opportunities, and put them in touch with you, too.

Create your headline – the role and org type that’s right for you – in the center of this circle



Recipe

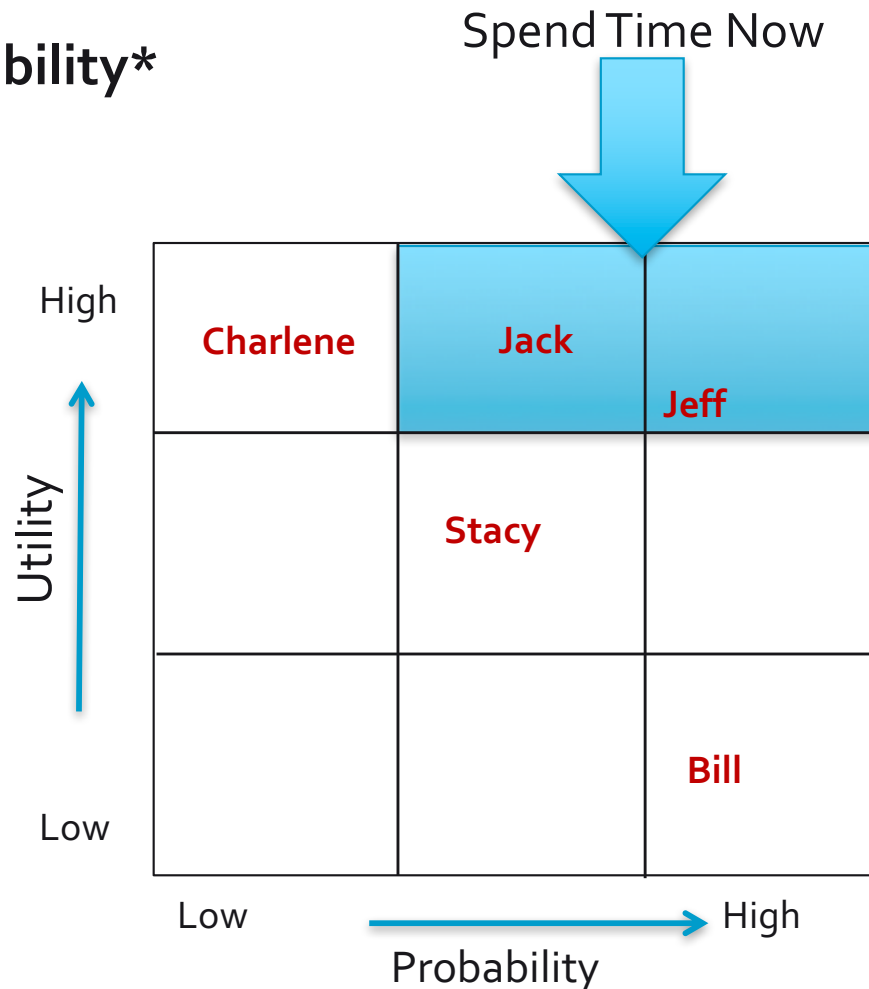
- Take all your contacts in LI or Outlook and download them into a table, and eliminate 80% of them who have nothing to do with the next great career step you want to take
- For the remaining 20%, add two columns to the right, labeled “**Utility**” and “**Probability**” then follow the formula in the pages ahead

Definition, then assign the numbers to your table contacts

- **Utility** – given your target (job, career, next professional step, etc.), how USEFUL is this person likely to be, if they were inclined to help, to get you visibility into opportunities in line with that target, on a scale (e.g., 1 – 10, 10 being extremely useful)?
- **Probability** – given your actual relationship with that person today, how likely or PROBABLE is it that they would use their network and clout to put you in front of those opportunities, on a scale (e.g., 1 – 10, 10 being extremely useful)?

Map Your Power Base to Use Your Networking Time Effectively

Utility / Probability*



Top 20% of all my contacts:

1. Charlene
2. Jack
3. Stacy
4. Jeff
5. Bill
6. Etc
7. Etc

* Source of Utility / Probability analysis for network and power-base building is Frank Ball.

Putting Utility / Probability into Action

| Contact | Utility | Probability | Next Step(s) / by when |
|----------|---------|-------------|--|
| Charlene | High | Low | Build plan to connect / reach out in the next month |
| Jack | High | Medium | Suggest getting together for coffee in the next two weeks |
| Stacy | Medium | Medium | Invite to next charity event |
| Jeff | High | High | Suggest getting together at Jeff's next available opportunity, doing something he enjoys |
| Bill | Low | High | Email / phone check sometime in the next few months |

* Source of Utility / Probability analysis for network and power-base building is Frank Ball.