

How To Diagnose Your Network

INSTRUCTIONS:

1. Starting with the left-hand column of the work sheet, fill in the names of the most important contacts in your network—people you rely on for the exchange of private information, specialized expertise, advice, and creative inspiration.
2. In the center column of the work sheet, write the name of the person who introduced you to your contact (if you met the person yourself, write “me.”)
3. In the right-hand column, write the name of someone you introduced to your key contact. This column will demonstrate how you act as a broker for others.

NOTES:

Once your data is filled in, look at the number of times “me” appears in the center column. If you’ve introduced yourself to your key contacts more than 65% of the time, then you’re probably building your network using the *self-similarity principle* and your network may be too inbred.

Important Contacts	Who Introduced Me?	Who Did I Introduce Them To?



