



Build your networking plan

Leadership Dimensions **Influencing for results**

Everyone has a large number of people who are affected by their work, whether that means colleagues and managers, or family and friends.

Some of these may have the **power** to block or advance your career. Some may be **interested** in what you are doing, others may not care. For example, your manager is likely to have high power and influence over your projects and high interest. Your family may have high interest, but are unlikely to have power over it.

Use the **Power / Interest grid** to create a map of your 'world'. By understanding someone's position on the grid, you are in a better position to understand the actions you have to take with them.

What to do

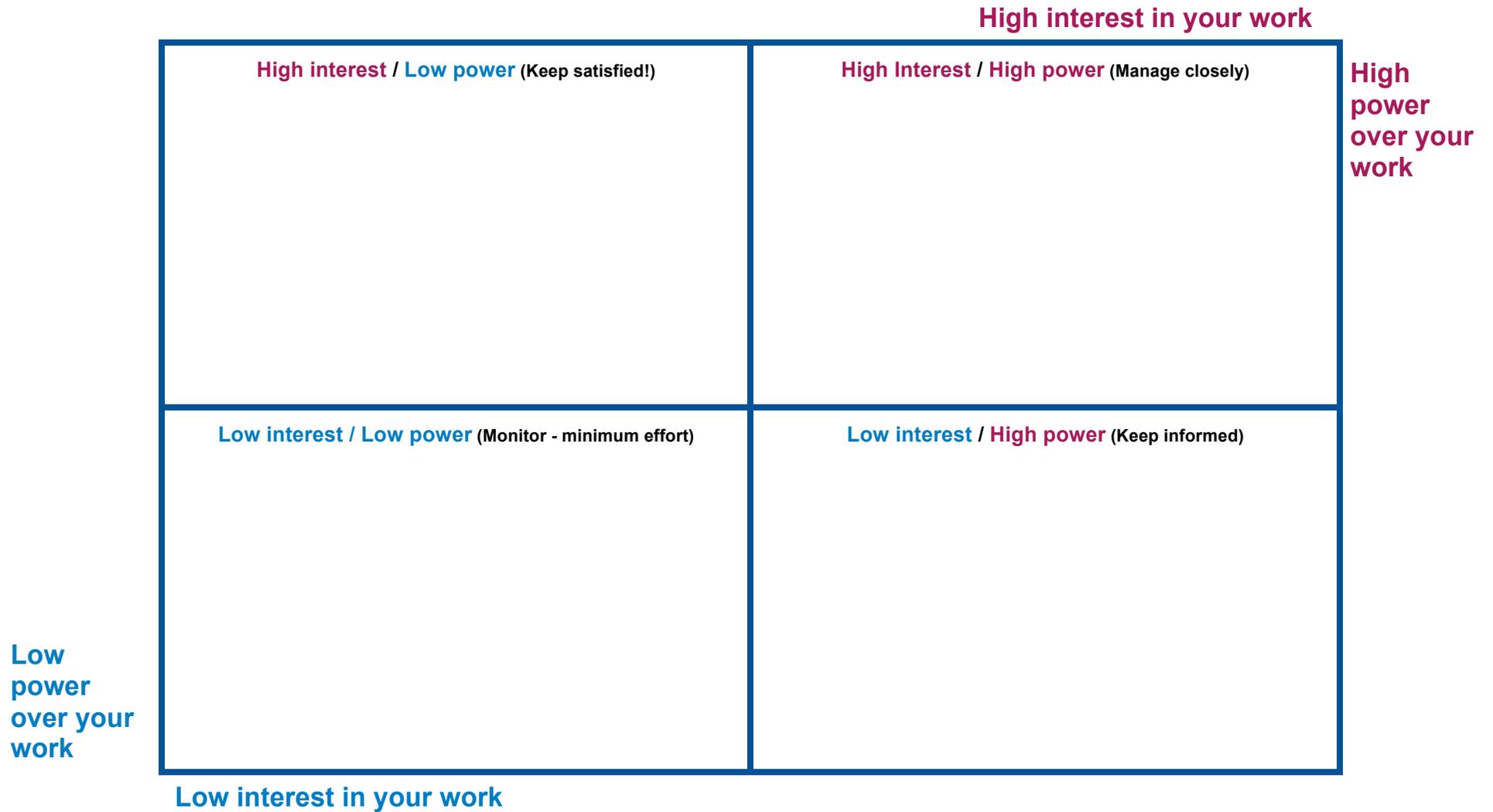
1. **Map** the people who are part of your 'world' **to the Power / Interest grid**.
 - Classify them by the **amount of power** they have over your work and by their **interest** in your work.
2. Use the grid to identify strategies
 - for **'managing' the people** in your network
 - for **developing and growing your network**

Tips for developing and growing your network

- **Keep in mind** that networking is about being genuine and authentic, building trust and relationships, and seeing how you can help others.
- **Go for diversity**, not size. Rather than aiming for a massive network, build an efficient one. Get to know people who are different from you, and from one another.
- **Go beyond familiar faces**. Identify people who've worked on a variety of teams and projects and ask them to connect you to others.
- Activities that ally you with disparate individuals around a common point of interest are the best way to **forge tight connections** and let people see you as you truly are.
- **Clarify your goals** for participating in networking meetings. Do you want to learn more, or make social contacts or business connections? Choose groups that match your goals.
- **Be able to articulate** what you need and how others may help you so you will have an immediate answer in conversations when people ask, "How may I help you?"
- In conversations **ask open-ended questions** that open up discussion and show listeners you are interested in them. Open-ended questions ask who, what, where, and how, and can't be answered with a simple yes or no.
- **Call those you meet** who may benefit from what you do and vice versa. Express how you enjoyed meeting them, and ask if you could get together and share ideas.
- **Follow through** on referrals and actions. Do what you say you will do.

Power / Interest grid

Use the grid to create a map of the people who are part of your world. For example, stakeholders, colleagues and family.



Networking strategies - Before you start, reread the [Tips for developing and growing your network](#)

Types of contacts	General strategy	List contacts from this cell of your power / interest grid	Review engagement options for growing your network	Plan strategies that will work for you with each target group If a strategy targets a particular contact, tag with their name.
<i>High power / high interest</i>	Make the greatest efforts to satisfy and engage them.		<ul style="list-style-type: none"> ■ Use the Develop a clear change message tool to help you form a clear understanding of what you do and to develop a message that you can easily share it with others. ■ Participate in events - attend events, speak at events, or host or volunteer to organise events. 	
<i>High power / low interest.</i>	Keep them satisfied, but take care not to bore them with your message.		<ul style="list-style-type: none"> ■ Create stronger ties within your network by joining people in community ventures, inter-service activities and sports. ■ Become known as a powerful resource for others, then people remember to turn to you for suggestions, ideas or names of other people, keeping you visible to them. 	
<i>Low power / high interest</i>	Keep them adequately informed, and keep in regular contact with them to ensure that no major issues are arising.		<ul style="list-style-type: none"> ■ Visit as many groups as possible that spark your interest. Many groups will allow you to visit two times before joining. <ul style="list-style-type: none"> ○ Do people support each other? ○ Is the leadership competent? 	
<i>Low power / low interest</i>	Monitor their reactions to you and your project, but don't bore them with too much information		<ul style="list-style-type: none"> ■ Seek input from friends and colleagues when you've got something exciting brewing, then they'll be more forthcoming with their own ideas and resources. 	