

# Create a Plan to Develop Your Strategic Network



**Successfully building a useful strategic network shouldn't be left to chance.** You need a systematic plan. Use the following 3-step process to begin work on creating your network.

Following these step-by-step instructions, write your ideas in the table below.

STEP 1	STEP 2	STEP 3
<b>Create a list of 10 key stakeholders</b> List people who: <ul style="list-style-type: none"> <li>• Are essential to your current and long-term success</li> <li>• Will share insights, expertise, and processes that can support your growth</li> <li>• Can help increase your visibility, opportunities, development, and promotion prospects</li> </ul>	<b>Connect with your stakeholders</b> <ul style="list-style-type: none"> <li>• As you connect with stakeholders, write down their preferred technology for making connections (e.g., email, chat, etc.)</li> <li>• Contact your stakeholder to schedule your networking meeting</li> </ul>	<b>Create a brand for yourself by listing attributes</b> <ul style="list-style-type: none"> <li>• Think about the distinctive image you want to project to your key stakeholders</li> <li>• Then list the values, beliefs, experiences, and capabilities you have (e.g., dependability, trust, competence, etc.) that you feel best support that image, and that you want stakeholders to associate with you and your personal brand.</li> </ul>
<b>Key Stakeholders</b> (list 10 names)	<b>Connecting with Stakeholders</b> (list method)	<b>Brand</b> (list 10 attributes)
1. _____	1. _____	1. _____
2. _____	2. _____	2. _____
3. _____	3. _____	3. _____
4. _____	4. _____	4. _____
5. _____	5. _____	5. _____
6. _____	6. _____	6. _____
7. _____	7. _____	7. _____
8. _____	8. _____	8. _____
9. _____	9. _____	9. _____
10. _____	10. _____	10. _____

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