



Networking Roadmap

A three-month Networking Action Plan to help progress your career and life

Your Name: _____ **Start Date:** _____ **End Date:** _____ (3 months from now)

Goal Statement: What do you hope to accomplish in your career over the next 12 months?

Networking Strategies: How will you accomplish this career goal? What relationship-building strategies do you plan to utilize? *(see page 2 for ideas)*

Action Plan: List at least 3 specific actions and networking activities you will implement in the next 3 months.

Accountability: Who will help you stay on track with your networking action plan? Who will be your accountability buddy? How will you keep this networking roadmap visible to ensure you stay on track?

- Your signature: _____
- Accountability Buddy's signature: _____
- How and when will we work together to help coach and encourage each other?

Networking strategies and actions to help you manage your career more successfully

1. **Make a list of everyone you know** (i.e., people already in your active network.)
2. **Identify your *Centers of Influence*.** Identify the existing relationships that are most important to you. Who are your go-to people? Who cares about you? Who is in a position to help further your career?
3. **Reclaim and reactivate your lost connections.** Use social media to find past colleagues, college connections, and friends who you knew but have lost touch with.
4. **Ask for warm introductions.** If you are uncomfortable with ‘cold calling,’ ask someone you already know to facilitate an introduction for you to a person of influence. You can also do this for others.
5. **Develop your follow-up system.** Be the one to initiate the follow-up in order to develop the new connections into relationships over time. Be disciplined and personalized.
6. **Never eat alone.** Leverage lunch in the company cafeteria as an opportunity to meet new people and establish new connections. Have courage to sit with people you don’t know. Invite new people to have lunch with you.
7. **Conduct a networking experiment.** Set a goal to have lunch with a high-level person in the organization. Figure out who can help you and how long it will take to make this happen.
8. **Perfect your elevator pitch.** Know how you will introduce yourself. Learn to position yourself in 30 seconds or less. Develop a strong personal brand and actively manage it.
9. **Develop your digital presence.** Develop your LinkedIn profile. Upload a professional photograph and take the time to complete your online profile. Read and comply with your company’s social media policy. Remember that everything you post online is permanent and public.
10. **Invite people to join your online network.** Every day/week, send invitations to people you know or would like to know to join your online network. Increase your acceptance rates by always sending personal messages to people, inviting them connect with you on LinkedIn or other social media sites. Don’t be lazy and use the LinkedIn default invitation copy. Make the effort to personalize your outreach.
11. **Showcase your thought leadership.** Share articles of interest and other helpful resources with the people in your network. Distribute through social media or send through the good old-fashioned postal mail.
12. **Join diversity business group(s) at your organization.** Attend regularly. Get involved. Show your face. Make new connections. Volunteer to help host events and meet more people.
13. **Volunteer to work on special projects and community outreach.** Raise your hand to lead or support different initiatives that interest you at your organization or in the community. Join a nonprofit board of directors. Devote your personal time and energy to this mission-oriented work. Get to know the people involved who share your passion.
14. **Leverage recreational activities to meet new people.** Join intramural sports teams at your organization. Work out at your company’s gym. Get to know your colleagues outside of the “suit and tie environment.”
15. **Attend the speaker series and lunch-and-learn seminars offered by your company.** Always introduce yourself to the speaker. Bring your business cards. Make it a goal to meet a few new people at every event.
16. **Attend networking events held outside of the company.** Attend events held by your local chamber of commerce, professional associations, alumni groups, etc. Introduce yourself to the leaders of these groups. Ask them to introduce you to important people in the association. Find ways to help them, too.
17. **Network at professional/industry conferences.** Prepare a networking game plan in advance of attending the conference (including planned follow-up actions). If you go with peers, be sure to adopt the “divide and conquer” strategy so that you can meet more people.
18. **Initiate.** Don’t wait to be asked. If you see a problem and have an idea on how it might be solved, step forward.
19. **Be a Connector.** Facilitate introductions for others. Tap your mental Rolodex and lend your social capital often.