

2. The most successful networkers have built up a strong professional network of these categories of people:

Category	List People
People who offer new information or expertise or contacts with you.	
Influential people who provide mentoring, sense-making, and political support and resources.	
People who give you developmental feedback, challenge your decisions and push you to be better.	
People who provide personal support as colleagues you help you get back on track when you are having a bad experience or with whom you can relax and be yourself.	
People who add a sense of purpose or worth and who validate your work and show you that it has a broader meaning.	
People who promote work/life balance, holding you accountable for activities that improve your physical health, mental engagement or spiritual well-being.	

Building Your Inner Circle

Review your lists and reflect on the following:

<p>STRENGTHEN THE BENEFICIAL RELATIONSHIPS</p> <ul style="list-style-type: none">• With whom do you have the most beneficial interactions and relationships?• With whom do you have the most emerging relationships?• What can you do to strengthen these relationships?• How can you maintain connection via social media channels?	<p>WEED OUT THE NEGATIVE RELATIONSHIPS</p> <ul style="list-style-type: none">• Who saps your energy or promotes unhealthy behaviors?• How can you:<ul style="list-style-type: none">○ Re-Shape your role to avoid them?○ Devote less time to being with them?○ Work to change their behavior?○ Reframe your reactions so you don't dwell on them?
<p>BUILDING NEW RELATIONSHIPS</p> <ul style="list-style-type: none">• Looking at the diversity of benefits of the people in your network, where do you see holes or gaps? Where do you need to find new people or different kinds of people?• Considering your personal/professional goals, which new people or new categories of people do you need to develop relationships with?• How could you go about meeting these people and building relationships with them?• How can you use social media to help with this?	<p>DIVERSITY</p> <ul style="list-style-type: none">• Is your network too inbred?• Are you connected with people from different industries, walks of life?• How could you benefit from diversifying your network?• How can you use social media to do this?

Based on the work of Rob Cross and Harold Jarche