

# Networking Exercise: Identifying Key Connections

To help you identify potential key players in your organization, consider these thought-starters:

1. Who inspires you within your own department?
2. Who stands out in other departments (e.g., Sales, Marketing, Finance, HR, Engineering, Data Science, Customer Success, IT, Legal) for their success, visibility, or expertise?
3. Who plays a key role in developing, marketing, or using your product or service?
4. Who are your peers in similar roles at other organizations?

**Instruction:** Write down names that come to mind as you think about these questions. Think about why each person could be a valuable connection and how you might approach building a relationship with them.