

5 Uncovering Your Network

NETWORKS AND NETWORKING

Part A: Your Personal Network

1. Document your network. List 20 people that you know:

2. Categorize your list to see where your network is plentiful, and where you need to expand your network:

Friends/Family	Alumni	Classmates	Other Personal	From Events	From Interviews
1.	1.	1.	1.	1.	1.
2.	2.	2.	2.	2.	2.
3.	3.	3.	3.	3.	3.
4.	4.	4.	4.	4.	4.
5.	5.	5.	5.	5.	5.
6.	6.	6.	6.	6.	6.
7.	7.	7.	7.	7.	7.
8.	8.	8.	8.	8.	8.
9.	9.	9.	9.	9.	9.
10.	10.	10.	10.	10.	10.

Work towards the goal of developing a list of 100 people, with 10 from each category.

Part B: Your Professional Network

1. Identify five key thought leaders in your industry.

	Name	Notes
Key thought leader 1:		
Key thought leader 2:		
Key thought leader 3:		
Key thought leader 4:		
Key thought leader 5:		

2. Which are the top three professional habits of your thought leaders (e.g., speaking at conferences, attending events, publishing news articles)?

Professional Habit 1:	
Professional Habit 2:	
Professional Habit 3:	

3. Which professional associations are relevant to your industry? Are thought leaders involved in these associations?

	Name	Website	Thought leaders involved?
Association 1:			
Association 2:			
Association 3:			

Part C: Networking Events

Note: If you have not yet attended a networking event, record how you intend to prepare, attend, conduct yourself, and follow-up.

1. Identify three networking events that you are aware of:

- 1.
- 2.
- 3.

2. Identify an event that you have recently attended, when and where it was, and how long you were there for.

3. What research activities did you undertake to prepare for the event?

4. How relevant was the event to your field and industry? If relevant or not relevant, why?

5. List three people that you talked to that you did not know before you attended the event. Did you obtain their contact information?

Name	Contact Information

6. What did you do after the event to follow up with your new contacts?

Part D: Informational Interviews

1. List five people you plan to conduct informational interviews with:

- 1.
- 2.
- 3.
- 4.
- 5.

2. List someone that you recently conducted an informational interview with *(Note: if you have not yet completed, list the first person you intend to interview)*

3. How did you find this person? (e.g., through networking, social media, referral)

4. How did you contact the person (e.g. telephone, email, social media
Note: if you have not yet completed, list how you intend to reach them)

5. When you contacted the person, what did you say? If email, copy and paste. If telephone, summarize your conversation. *(Note: if you have not yet contacted the person, list what you intend to say)*

6. Did they respond? Summarize their response.

7. What five questions do you intend to ask them during the informational interview?

- 1.
- 2.
- 3.
- 4.
- 5.

8. Draft a follow-up message: