

Cultivating Your Network

“Connecting Generously”

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BGA - Career Development & Coaching Course - BUS ADM X489.8



DEEP

grow one:
strengthen an
established
connection from your
network

WIDE

add one:
add a new connection
to your network



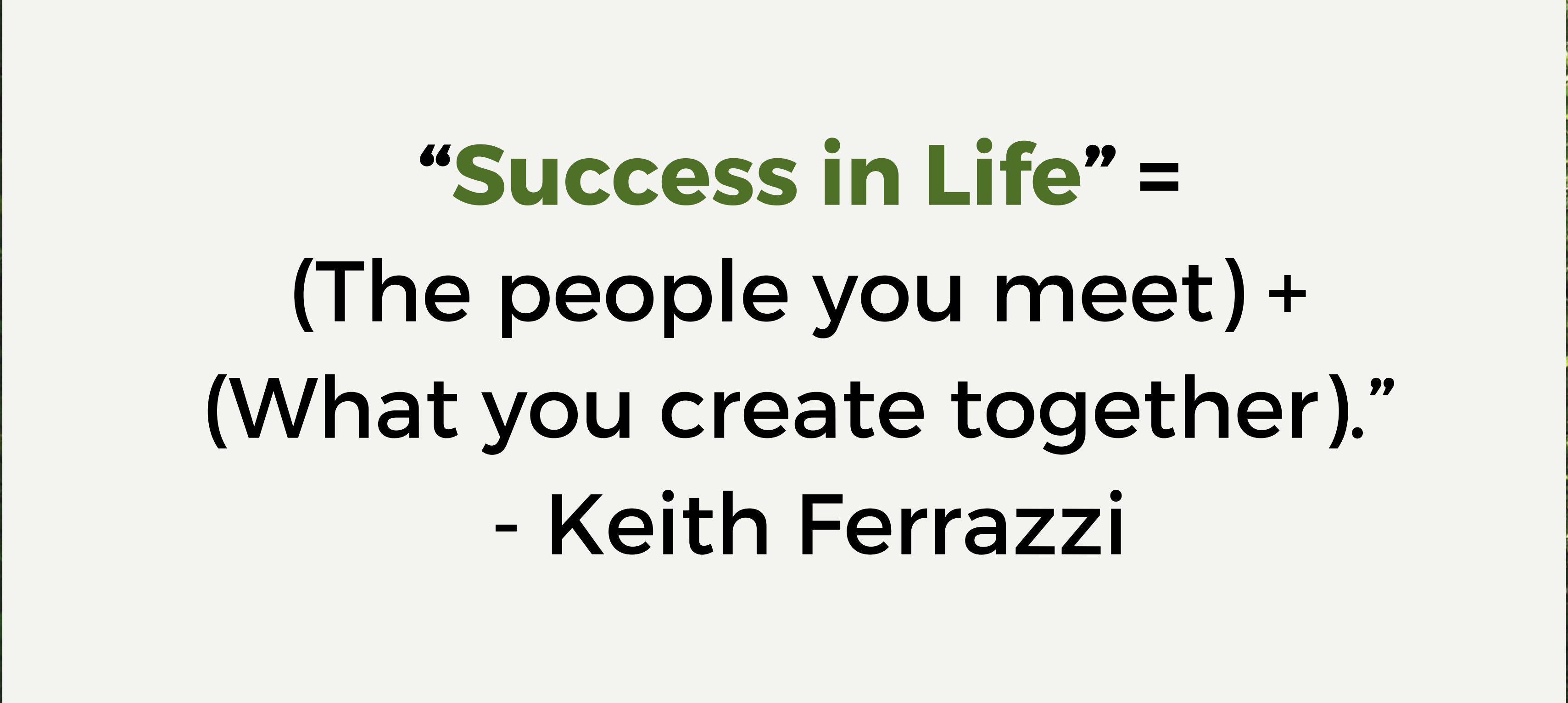


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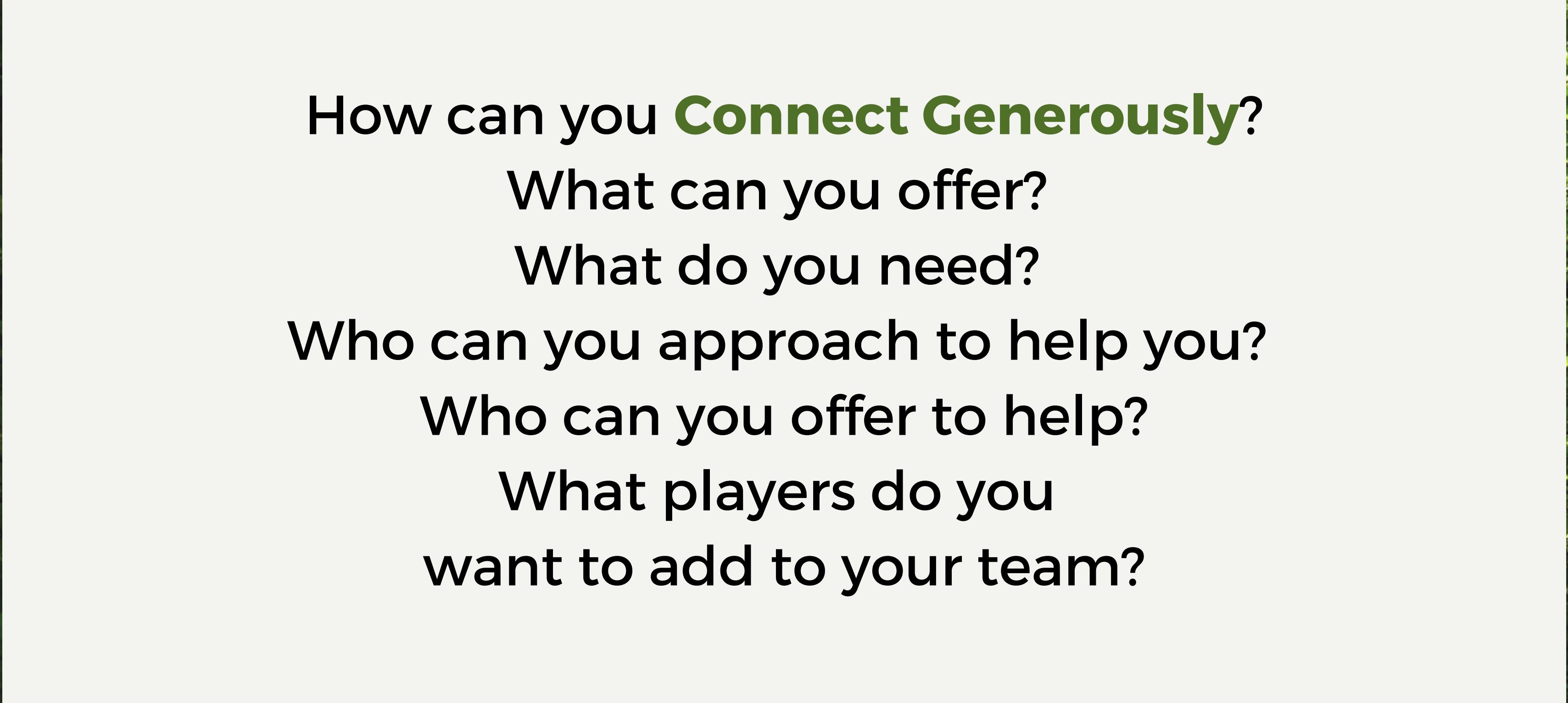
“Success in Life” =
(The people you meet) +
(What you create together).”
- Keith Ferrazzi



“Connecting Generously”

**Adding & Receiving
Value**

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How can you Connect Generously?

What can you offer?

What do you need?

Who can you approach to help you?

Who can you offer to help?

What players do you
want to add to your team?



Adam Grant 

@AdamMGrant

When people go out of their way to help you, you don't have to say "I owe you one."

Generosity is not a loan to repay or a debt to settle. It's a gift to appreciate.

You reciprocate a favor by paying it back. You honor an act of kindness by paying it forward.

Consider your Contacts

Who is on “*your team*”?
**Who is supporting you as you become
who you are inspired to be?**
Who is helping you?
Who might help you?

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1. SKILL

2. ROLE

3. PERSPECTIVE/WISDOM

4. INSPIRATION/BELIEF

1. ALLY

...a person who provides knowledge, experience, emotional, social or practical help

2. MENTOR

...a person whose primary focus is to coach you and develop your skills and strengths

3. SPONSOR

...a person with significant influence who champions you to decision-makers. They help advance your career

SPONSOR

Does at least two of the following:

- Expands my perception of what I can do
- Makes connections to leaders
- Promotes my visibility
- Connects me to opportunities
- Advises me on my appearance & presentation
- Makes connections outside my organization
- Gives career advice
- Ushers me towards threshold of influence



Consider your Contacts

**How are you organizing your contacts?
(formally - informally)**

How are you staying connected?

CRM Sample

File Edit View Insert Format Data Tools Extensions Help Last edit was seconds ago

A1 fx |

	A	B	C	D	E	F	G	H	I	J	K	L	M	N
1		People												
2														
3	Tag	Name	Company	Work Email	Title	Contact Type	Work Phone	Work Website	Address	City	Zip	Linkedin	Description	
4	Followup	Thomas Liao	ozerflex	thomas@ozerflex.com	Marketing Manager	Potential Customer	562-391-2345	www.ozerflex.com	224 Main St	San Francisco	90567	http://www.linkedin		
5	Hot	Lillian Soto	Fixfase	lillian@fixfase.com	Sales Rep	Potential Customer	562-391-2346	www.fixfase.com	543 Senwood St New York		90456	http://www.linkedin		
6	Soon	Violette Gatewood	Namdrill	violette@namdrill.com	Sales Operator	Current Customer	562-391-2347	www.namdrill.com	2430 Grand Corr Sucker Brook		28407	http://www.linkedin		
7	Soon	Mary Garcia	Saltace	mary@saltace.com	Community Manager	Other	562-391-2348	www.saltace.com	1275 Harvest Be Hills and Dales		33247	http://www.linkedin		
8	Hot	Cameron Lyle	Moveplanet	cameron@moveplanet.com	Designer	Current Customer	562-391-2349	www.moveplanet.com	6329 Velvet Clou Nitta Yuma		74482	http://www.linkedin		
9	Followup	Mildred Noriega	Finware	mildred@finware.com	CEO	Potential Customer	562-391-2350	www.finware.com	1903 Quiet Willo' Muenster		27760	http://www.linkedin		
10	Upsale	Melody Estes	Drielectronics	melody@drielectronics.com	Executive Assistant	Other	562-391-2351	www.drielectronics.com	3446 Jagged Wa Platinum		34119	http://www.linkedin		
11														

Add 1000 more rows at bottom.

Create a simple system that works for you.

Centralize your contacts.

Update and review often.

CRM = Customer Relationship Management



To Start

Dashboard

People

Companies

Opportunities

Settings

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Make a Plan

- Casual Connections - Annually
- 3-6 Meaningful Relationships - Quarterly
- 1-2 Strategic Partnerships - Monthly
- New Connections - Everyday
- Contact Information - On-going
 - Make tiny touches and tweaks often



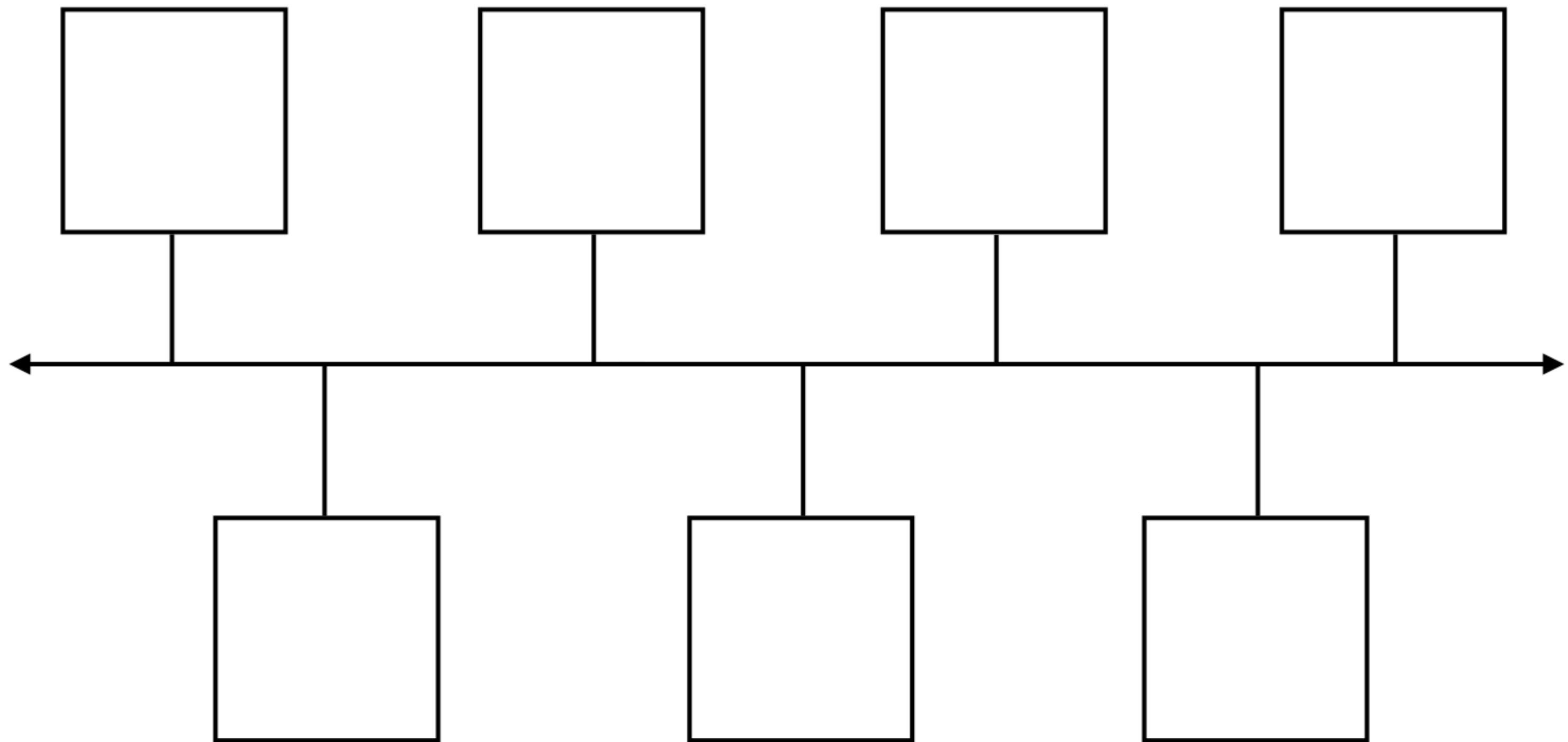
My Connections Path/Journey

"SUCCESS IN LIFE = (THE PEOPLE YOU MEET) + (WHAT YOU CREATE TOGETHER)." - Keith Ferrazzi

Reflect on your life from birth until this moment. Consider the pivotal moments, good and bad that you have experienced that have led you to where you are today. Consider the most critical "moments that matter" and the key individuals who played a part along the way. These are members of your **Deep & Wide Connections Network**; the meaningful relationships and strategic partnerships you have learned from or been impacted by.

Using the diagram on the back of this page or the horizontal line below, plot out your "moments that matter" noting any key individuals and connections that were involved. You can have as many or as few as you feel are representative of your most significant life experiences. For each of these, reflect on the moment you are thinking of and jot down details about the connections you made during each important point.

's Timeline





**GO DEEP: grow one
GO WIDE: add one**

**SKILL | ROLE | PERSPECTIVE | INSPIRATION
ALLY | MENTOR | SPONSOR**

Who would you like to connect with?

How and when will you make the connection?

DEEP

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Optional Assignment

DIG DEEP:

Make contact with the person(s) you identified for your **DEEP** and **WIDE** goals.





Exit Card - 11/20



Jennifer's Info

Schedule your coaching session on my calendar.



BMAIL

jenniferdavis@berkeley.edu



Connect with Me

linkedin.com/in/jennifergregorydavis



FINAL ASSIGNMENTS

**Be sure to have all of your late work
completed and submitted in Canvas by
Sunday, 11/24 by 11:59pm.**

