

# BECOMING INFLUENTIAL

a workbook for architects  
and other people

**CulvaHOUSE**

a resource for design and architecture

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## Mapping My Existing Network

What **fellow architects** do I keep up with?

name	firm	role	location

What **consultants** do I keep up with?

name	firm	role	location

What **builders** do I keep up with?

name	firm	role	location

What **clients** do I keep up with?

name	firm	role	location

Who do I keep up with from college or graduate school?

<b>name</b>	<b>field</b>	<b>role</b>	<b>location</b>

Who do I keep up with from my hometown?

<b>name</b>	<b>field</b>	<b>role</b>	<b>location</b>

Who do I keep up with from my immediate and extended family?

<b>name</b>	<b>field</b>	<b>role</b>	<b>location</b>

Who else do I keep up with?

<b>name</b>	<b>field</b>	<b>role</b>	<b>location</b>

Where has my **work** been published?

journal	author	editor	date

Where has my **writing** been published?

journal	editor-in-chief	editor I worked with	date

What **awards** has my work received?

award	organization	date	jurors

What **professional organizations** do I belong to?

organization	executive director	program director	location

What **non-professional organizations** do I belong to?

organization	executive director	program director	location

# Map 'Em



## Articulating My Expertise

What **professional skills** am I particularly **good at**?

[design, project management, material innovation, curtain wall detailing . . .]

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In what **professional areas** am I particularly **knowledgeable**?

[may correspond to skills from the list above, but don't have to]

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What **non-professional skills** am I particularly **good at**?

[cooking, tennis, poker . . .]

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In what **non-professional areas** am I particularly **knowledgeable**?

[foreign languages, ornithology, British detective fiction . . .]

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## Mapping an Expanded Network

From the previous page, **choose one of the professional areas** in which you are particularly **knowledgeable**: .....

What are significant current **issues** in this area of knowledge?

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What is your distinctive position on one of these **issues**?

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Who are **recognized experts** in this area?

expert	location	institution	noted works

Who **writes** about this area of knowledge?

author	location	publication(s)

What **organizations** support and advance this area of knowledge?

organization	executive director	program director	location

What **colleges and universities** are recognized for this area of knowledge?

college or university	unit dean or chair	relevant faculty	location

What **conferences** support and advance this area of knowledge?

conference	organization	conference organizer	presentation formats

What **publications** support and advance this area of knowledge?

publication	editor	frequency	location

What **awards** recognize excellence in this area of knowledge?

award	organization	organization contact	location



## Making a Plan to Extend My Network

What **communication channels** am I good at?

Face-to-face, one-on-one conversation . . .  
    . . . over a meal.  
    . . . over coffee.  
    . . . over drinks.  
    . . . on the golf course.  
    . . . while playing other sports:  
    . . . while playing cards.  
    . . . while playing chess, checkers, dominoes . . . .

By telephone.

By email.

By fax.

In discussion groups.

On social media.

    Twitter  
    Facebook  
    LinkedIn  
    Pinterest  
    Other:

Handwritten notes, sent through the post.

Construction documents.

Captioned drawings.

Public speaking: solo.

Public speaking: panel discussions.

Video, as talking head, writer, director, producer.

Participation on committees, boards.

Other:

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## What **communication channels** do I want to be good at?

Face-to-face, one-on-one conversation . . .

- . . . over a meal.
- . . . over coffee.
- . . . over drinks.
- . . . on the golf course.
- . . . while playing other sports:
- . . . while playing cards.
- . . . while playing chess, checkers, dominoes . . . .

By telephone.

By email.

By fax.

In discussion groups.

On social media.

- Twitter
- Facebook
- LinkedIn
- Pinterest
- Other:

Handwritten notes, sent through the post.

Construction documents.

Captioned drawings.

Public speaking: solo.

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Other:

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**Look for ways to get better at the ones you've identified.**

## Mix 'n' Match 1: Collectively, Purpose Foremost

With a group of several colleagues come up with a **cool topic** for a panel discussion. Each participant suggests a **panelist** for a discussion on that topic.

Together, the participants imagine:

- how to invite** the panelists;
- where to hold** the panel discussion; and
- how to promote** it.

<b>Cool Topic</b>		
	<b>Why they're relevant</b>	<b>How to Invite</b>
<b>Panelist 1</b>		
<b>Panelist 2</b>		
<b>Panelist 3</b>		
<b>Panelist 4</b>		
<b>Panelist 5</b>		
<b>Venue</b>		
<b>Promotion</b>		

## Mix 'n' Match 2: Collectively, People Foremost

Without discussing a topic, each participant proposes an interesting person.

Based on the individuals proposed, participants collectively come up with a cool topic for a panel discussion among them.

Based on that topic, participants together imagine:

- how to invite the panelists;
- where to hold the panel discussion; and
- how to promote it.

	Why they're Interesting	How to Invite
Panelist 1		
Panelist 2		
Panelist 3		
Panelist 4		
Panelist 5		
Cool Topic		
Venue		
Promotion		

## Mix 'n' Match: On Your Own

Person from hometown + Consultant = Cool Idea #1

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Person from college + Client = Cool Idea #2

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Person from family + Architect = Cool Idea #3

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Person of my choice + Person of my choice = Cool Idea #4

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Person of my choice + Person of my choice = Cool Idea #5

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**Things I can do to share what I know with an expanded network:**

1.

2.

3.

4.

**The beginning of a plan to do one of these things:**

	<b>person</b>	<b>organization</b>
Who do I know who can help me?		

	<b>a.</b>	
Who could help me if I knew them?		
	<b>b.</b>	
	<b>c.</b>	

Who could introduce me to "a"?		
Who could introduce me to "b"?		
Who could introduce me to "c"?		

Where do my interests intersect with the interests of "a"?

Where do my interests intersect with the interests of "b"?

Where do my interests intersect with the interests of "c"?

How can I introduce myself to "a"?

What would interest him or her?

How can I introduce myself to "b"?

What would interest him or her?

How can I introduce myself to "c"?

What would interest him or her?

**Working a Convention: how I will spend my time:**

Sessions I can attend that correspond with my expertise

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Speakers I can introduce myself to who correspond with my expertise

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Vendors that can provide information to advance my expertise

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Editors interested in my expertise, to whom I can introduce myself

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Other conference attendees I will spend time with to build connections

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People outside the Convention I will spend time with to build connections

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Other ideas

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**Things I can do to share what I know within my office:**

1.

2.

3.

4.

5.

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