BECOMING INFLUENTIAL

a workbook for architects and other people



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

name	firm	role	location

name	field	role	location
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Who do I keep up with from **my hometown**?

name	field	role	location

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

name	field	role	location

Who else do I keep up with?

name	field	role	location
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	journal	author	editor	date
Ï				

Where h	nas my	writing	been	published?	

Where has my work been published?

journal	editor-in-chief	editor I worked with	date
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What awards has my work received?

award	organization	date	jurors

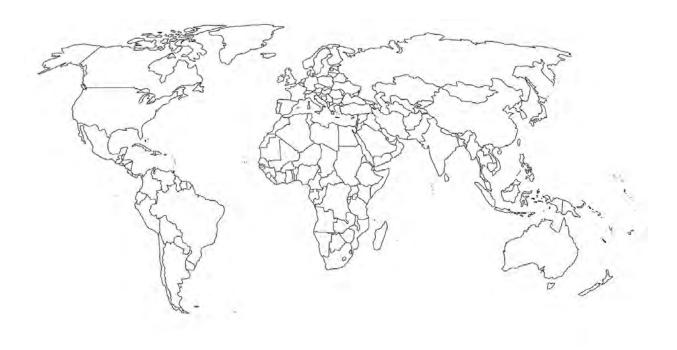
What **professional organizations** do I belong to?

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]			
In what professional areas am I particularly knowledgeable ? [may correspond to skills from the list above, but don't have to]			
What non-professional skills am I particularly good at? [cooking, tennis, poker]			
In what non-professional areas am I particularly knowledgeable ? [foreign languages, ornithology, British detective fiction]			

Mapping an Expanded Network

From the previous page, choose one of the professional areas in which you are particularly knowledgeable :						
particularly knowle	.agcabic.					
What are significar	nt current issues in	this area of knowled	ge?			
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What is your distin	ctive position on o	ne of these issues ?				
Who are recognize	e d experts in this ar	ea?				
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? executive director program director organization 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 organizer | presentation formats conference organization What publications support and advance this area of knowledge? publication editor frequency location What awards recognize excellence in this area of knowledge? organization organization contact | location award

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:

What communication channels do I want to be good at?

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	nane	licts:
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- -where to hold the panel discussion; and
- —how to promote it.

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

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
Person from college	+	Client	=	Cool Idea #2
Person from family	+	Architect	=	Cool Idea #3
Person of my choice	+	Person of my choice	=	Cool Idea #4
Person of my choice	+	Person of my choice	=	Cool Idea #5

Things I can do to share what I know w	vith an expande	d network:
1.		
2.		
3.		
4.		
The beginning of a plan to do one of t	hese things:	
Who do I know who can help me?	person	organization
Who could help me if I knew them?	a.	
	b. c.	
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"?		
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	
Speakers I can introduce myself to who correspond with my expertise	
Vendors that can provide information to advance my expertise	
Editors interested in my expertise, to whom I can introduce myself	
Other conference attendees I will	
spend time with to build connections	
People outside the Convention I will spend time with to build connections	
spend time with to band connections	
Other ideas	
Things I can do to share what I know v	vithin my office:
1.	
2.	
3.	
4.	
5.	