

BECOMING INFLUENTIAL

**a workbook for architects
and other people**

Mapping My Existing Network

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 . . .]

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**:

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

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

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:

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

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

Participation on committees, boards.

Other:

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

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:

	person	organization
Who do I know who can help me?		

	a.	
Who could help me if I knew them?		
	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"?

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 the Convention: how I will spend the next few days:

Sessions I can attend that correspond with my expertise

Speakers I can introduce myself to who correspond with my expertise

Vendors who 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

Other ideas

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

1.

2.

3.

4.

5.