BECOMING INFLUENTIAL

a workbook for architects

and other people



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Mapping My Existing Network

What fellow architects do I keep up with?

|  |  |  |  |
| --- | --- | --- | --- |
| name | firm | role | location |
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What consultants do I keep up with?

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| --- | --- | --- | --- |
| name | firm | role | location |
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What builders do I keep up with?

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| --- | --- | --- | --- |
| name | firm | role | location |
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What clients do I keep up with?

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| --- | --- | --- | --- |
| name | firm | role | location |
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Who do I keep up with from college or graduate school?

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

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| --- | --- | --- | --- |
| name | field | role | location |
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Who do I keep up with from my immediate and extended family?

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| --- | --- | --- | --- |
| name | field | role | location |
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Who else do I keep up with?

|  |  |  |  |
| --- | --- | --- | --- |
| name | field | role | location |
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Where has my work been published?

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| --- | --- | --- | --- |
| journal | author | editor | date |
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Where has my writing 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 |
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What professional organizations do I belong to?

|  |  |  |  |
| --- | --- | --- | --- |
| organization | executive director | program director | location |
|  |  |  |  |
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What non-professional organizations do I belong to?

|  |  |  |  |
| --- | --- | --- | --- |
| organization | executive director | program director | location |
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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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| --- |
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Who are recognized experts in this area?

|  |  |  |  |
| --- | --- | --- | --- |
| expert | location | institution | noted works |
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Who writes about this area of knowledge?

|  |  |  |
| --- | --- | --- |
| author | location | publication(s) |
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What organizations support and advance this area of knowledge?

|  |  |  |  |
| --- | --- | --- | --- |
| organization | executive director | program director | location |
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What colleges and universities are recognized for this area of knowledge?

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| --- | --- | --- | --- |
| college or university | unit dean or chair | relevant faculty | location |
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What conferences support and advance this area of knowledge?

|  |  |  |  |
| --- | --- | --- | --- |
| conference | organization | conference organizer | presentation formats |
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What publications support and advance this area of knowledge?

|  |  |  |  |
| --- | --- | --- | --- |
| publication | editor | frequency | location |
|  |  |  |  |
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What awards recognize excellence in this area of knowledge?

|  |  |  |  |
| --- | --- | --- | --- |
| award | organization | organization contact | location |
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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.

Public speaking: panel discussions.

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

Participation on committees, boards.

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.

|  |  |
| --- | --- |
| 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 |
|  |  |  |  |  |  |  |
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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 |
|  |  |  |  |  |  |  |
|  |  |  |  |  |
| 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:

|  |  |  |
| --- | --- | --- |
|  | person | organization |
| Who do I know who can help me? |   |  |
|  |  |  |
|  |  |  |
|  |  |  |
| 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”? |  |
|  |
|  |  |
| 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:

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| 1. |
| 2. |
| 3. |
| 4. |
| 5. |