

Action plan



Nurturing your support network over time

Having a trusted network of people is an invaluable resource for business leaders, whether you're making a key decision or need a simple sense check. While nurturing your network may sound like a big time commitment, you'd be surprised how much a monthly cup of coffee with a peer can broaden your perspective and result in more informed decisions across your business.

- **Effort:** Medium
- **Impact:** High

Actions:

Spend time researching how other business leaders nurture their networks.

- **Impact:** Low
- **Suggested duration:** 4 days
- **Why this will help:** Learning from the activities of other business leaders can inform how much time you spend on your network and what relationship building strategies you should focus on.

Plan time to meet another business leader in your network for coffee and share updates and current challenges.

- **Impact:** High
- **Suggested duration:** 14 days
- **Why this will help:** People often find it easier to open up and speak honestly in a relaxed, non-business environment like a café.

Keep your online profile updated and share what's happening in your business, including the challenges you're facing.

- **Impact:** Low
- **Suggested duration:** 14 days
- **Why this will help:** Posting about your experiences keeps you at the forefront of people's minds and will make them more likely to reach out if they've been in a similar situations.

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Pay attention to what other businesses in your network are doing and pick up the phone if they need advice.

- **Impact:** Medium
- **Suggested duration:** 5 days
- **Why this will help:** Picking up the phone when people in your network need help will strengthen your relationships and make them more receptive if you need support in the future.

Review your efforts and identify ways to nurture your network further.

- **Impact:** Medium
- **Suggested duration:** 21 days
- **Why this will help:** Looking at where you've developed the most useful connections can inform your future efforts and determine which activities you spend time on. It also helps to identify gaps in the type of expertise you need to grow.

How will I know if my action plan is working?

Way to measure success

Number of meaningful connections.

Why this metric?

Looking at the number of meaningful connections you have will make sure your network is built on quality, not quantity.

How do I start tracking?

Review your network every quarter and think realistically about how many connections you have that you could turn to for support. If you think a connection needs more work, resolve to invest more time in it.