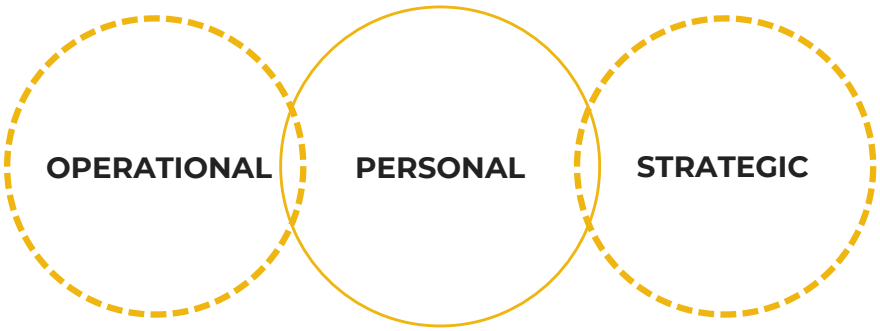
DESA
GLOBAL LEADERSHIP

Be Seen. Be Heard.

THE NETWORKING FRAMEWORK

WHAT



OPERATIONAL

Purpose: Getting work done efficiently; maintaining cooperation & coordination of immediate tasks.

Key players: Direct reports, managers, peers, and key suppliers and customers.

How to find network members: Identify individuals who can block or support a project.

PERSONAL

Purpose: Enhancing personal and professional development, referring key information and contacts.

Key players: People you have something in common with outside the organization who can help with personal advancement.

How to find network members: Participate in professional associations, alumni groups, clubs, sports and hobby groups.

STRATEGIC

Purpose: To figure out upcoming priorities & challenges then getting stakeholder buy-in

Key players: People in lateral/vertical roles who can help with the achievement of key objectives.

How to find network members: Identify people with influence. (C-Suite, industry experts, therapeutic KOLs, respected peers).

MAP YOUR NETWORK: CURRENT

Person

Event/Group

Healthy

Average

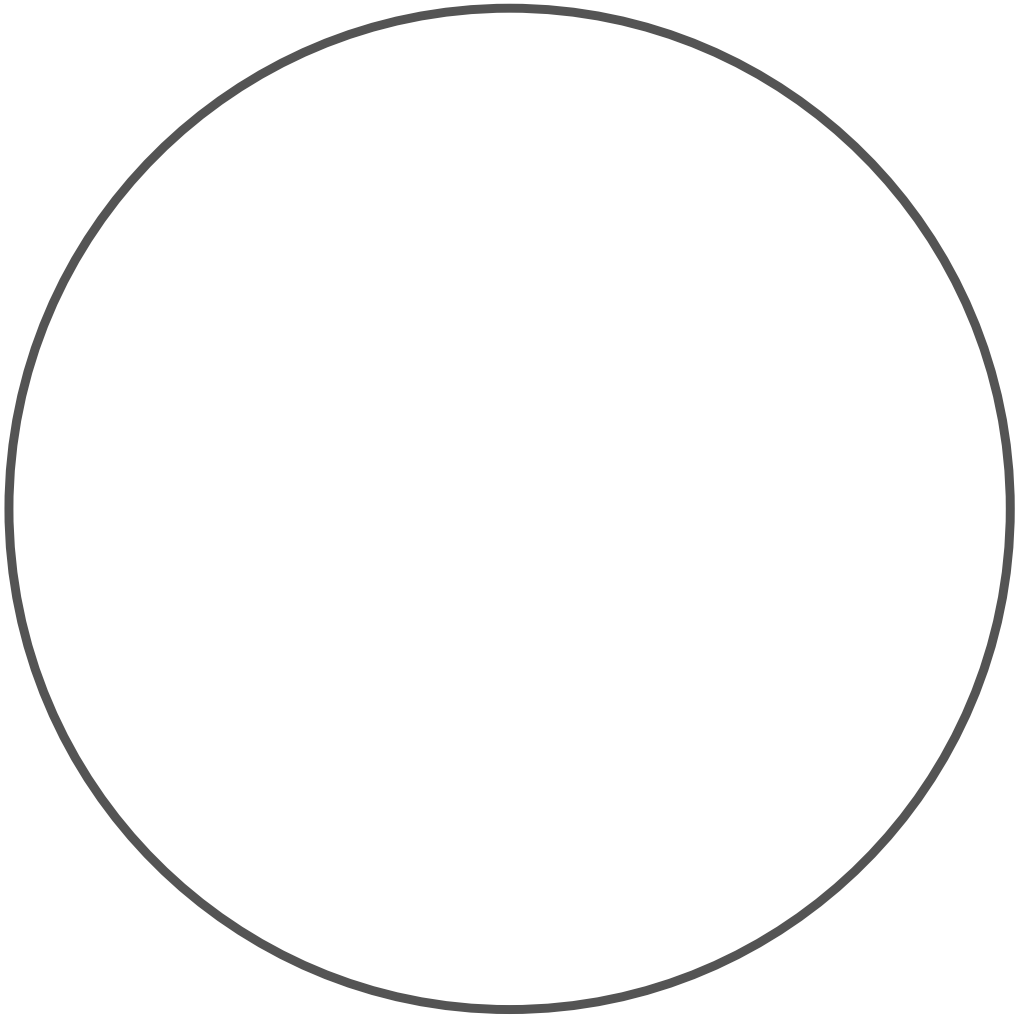
Undeveloped

Broken

Operational

Personal

Strategic



Key Observations

Be Seen. Be Heard.

Within 24 hours, re-draw your network map.
How do you want it to look 1 year from now?

MAP YOUR NETWORK: IDEAL

Person

Event/Group

Healthy

Average

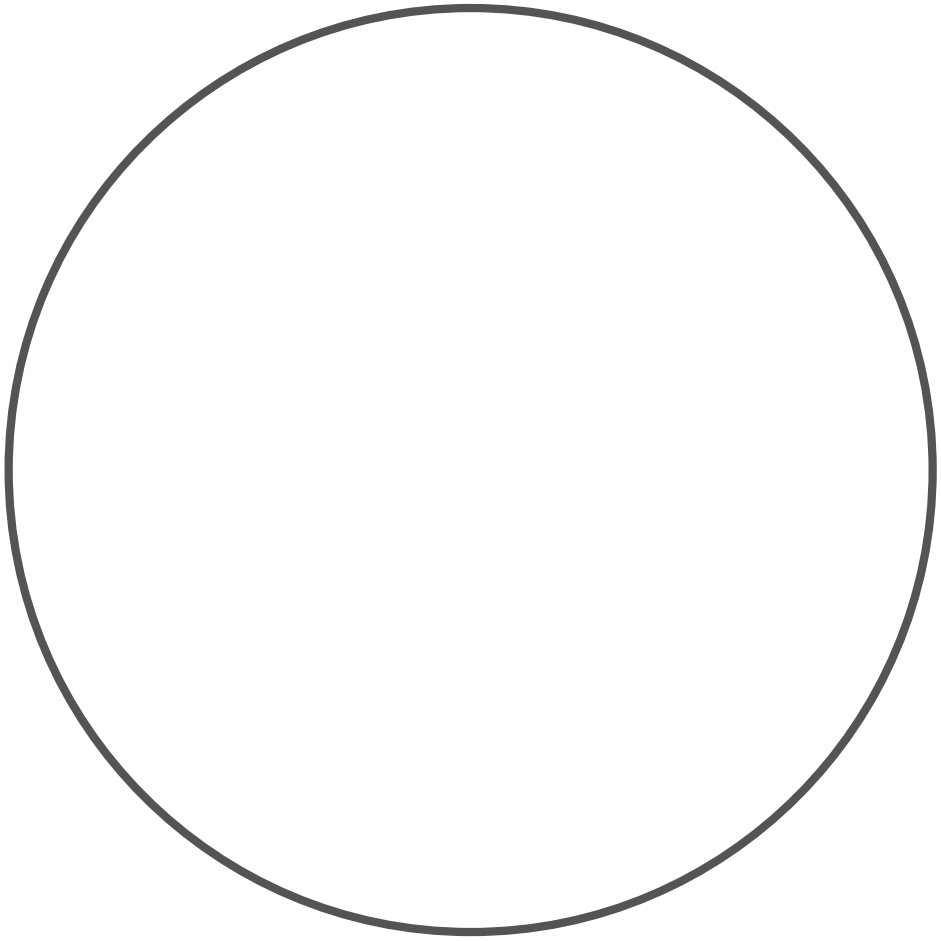
Undeveloped

Broken

Operational

Personal

Strategic



What's different now:

Actions to take:

Be Seen. Be Heard.