

THE NETWORK WEB

Calgary employment counsellor Ed Burdon suggests you create a tool to figure out who you know and how they connect to you. He calls this tool **The Network Web**.

Here are steps to creating your own Network Web:

STEP 1:

Make a list of your personnel categories – your interests and the organizations, formal and informal, that you belong to. These may include hobbies, family, church, professional organizations, current and past employment.

STEP 2:

Make a list of people you know in each category – start with a list of 10 names for each organization or interest category and then add 10 more if you can. Burdon says you'll be surprised at the number of people you do know.

STEP 3:

Create a web (over) with the following four circles:

First Circle:

The "crisis" circle – closest to the centre of the Web. "These are people you can really count on," Burdon says. "You should have at least four people who will be supportive in the event of illness, death, divorce or bankruptcy." They can include family members, friends, your doctor and lawyer.

Second Circle:

The "buddy" circle – friends you have fun with, the people who accept you for who you are. There should be at least three people in this circle.

Third Circle:

The "Professional" circle – people who know you professionally, can provide reference letters, and can speak about the quality of your work and character. You need at least 12 people in this circle.

Fourth Circle:

The "casual friends" circle – people you can share ideas with. You may work with them or know them through organizations or volunteer work. Some may become closer friends and eventually form part of the more inner and intimate circles.

The Network Web is a powerful tool, you'll be amazed at all the contacts you do have, and you can identify gaps in the network. With your goal in mind, you can ask: Who do I need to know? Who do I need to bring into my network?

Networking Web

