

Take the AscentLogic Powerbase Snapshot Self-Assessment for instant high-level diagnostic insights about the strength and health of your Powerbase.

Answering as honestly as possible, select the appropriate box for each statement that applies. Rate how much you agree with a statement on a scale of 1 to 3 (1 = Disagree; 2 = Neutral; 3 = Agree).

| Assess each relationship: (Powerbase network building happens one person at a time) | 1 | 2 | 3 |
|--|---|---|---|
| I have a way to visualize my Powerbase network strategically. | | | |
| My Powerbase is not dependent on my business card logo and stronger than my peers and competitors. | | | |
| My employer's key inner circle executives know me and consider me part of their inner circle. | | | |
| I am highly visible and noticed by the top people in my company/field/industry. | | | |
| Because my strong Powerbase has my back, I enjoy great security in my current role and career. | | | |
| I know how everyone in my Powerbase can bring value to help me succeed. | | | |
| I have the right professional relationships that support my aspirations. | | | |
| The value of my Powerbase is increasing my income, sales, profits, and advancing my career. | | | |
| Opportunities come to me; I don't have to go searching for them. | | | |
| My career is advancing by getting top assignments and opportunities to move up. | | | |
| The quality and quantity of my relationships with key people enable me to be highly productive. | | | |
| I'm one call away from: (Base Powerbase strength on if someone will take your call vs. number of connections) | 1 | 2 | 3 |
| People who can really help me right now. | | | |
| The top people in my company/field/industry. | | | |
| Key Investment Bankers/VCs. | | | |
| Key Industry Association leaders. | | | |
| Board Members. | | | |
| Industry/Functional Journalists. | | | |
| Industry/Functional Superstars/Gurus. | | | |
| Understand each person: (To strengthen your relationships you need to truly understand each person) | 1 | 2 | 3 |
| I understand each of my Powerbase member's commitments, aspirations, goals, values, and style. | | | |
| I track the quality of relationship with each Powerbase member (e.g., neutral, mentor, supporter). | | | |
| I know what value I bring to each member in my Powerbase. | | | |
| I know the leadership and communication style and risk tolerance of each member in my Powerbase. | | | |
| I know the criteria each member in my Powerbase focuses on when making decisions. | | | |
| I know who influences each member in my Powerbase. | | | |
| I know the personal interests of each member in my Powerbase. | | | |
| Improve the relationship: (Relationships degrade without applying skill and effort to improve them over time) | 1 | 2 | 3 |
| I know what my Powerbase needs to look like to support my goals. | | | |
| I know how to improve my Powerbase to drive greater opportunity flow. | | | |
| I know what I need to do to bring value to and Nurture/Improve each relationship in my Powerbase. | | | |
| I strengthen the value of my relationships in my Powerbase on a regular, disciplined basis. | | | |
| I know how to improve relationship quality with each Powerbase member (e.g., neutral to mentor). | | | |
| I model the behaviors and attitudes of the excellent relationship builders in my Powerbase. | | | |
| I know how to use social media effectively to build my Powerbase and strengthen relationships. | | | |
| I know how to adapt to each Powerbase member's leadership and communications style. | | | |
| I spend time, inside and/or outside of work, to improve relationships with each Powerbase member. | | | |
| I easily build alignment and credibility with new leadership or when I'm new to a role. | | | |
| I am able to work across organizational silos and quickly build trust and execute in collaborative organizations. | | | |
| Action Plan: (Power comes from taking action on what you know) | 1 | 2 | 3 |
| I'm accountable to a clear Powerbase action plan designed to support my goals, grow my Powerbase, and improve relationship Quality and communication Frequency with each Powerbase member. | | | |

A More Powerful Way to Think About Your Powerbase

Traditional networking centers around the activity required to nurturing your current network of relationships. The problem with approaching networking in this manner is it isn't outcome driven.

For networking to be powerful, it needs to be outcome driven. The key is to start with your vision, aspirations, goals, or objectives for where you want to take your business or career, and then work backwards from there.

As a concrete example:

1. Envision what you aspire to for your career five years into the future.
2. What does your networking powerbase need to look like? Who are the key influencers you've surrounded yourself with that you know and who know of you if you achieve your career aspiration? Think without limits about the leaders in your field and in your communities.
3. Envision a timeline story about how you came to know the key people that make up your powerbase. Which associations do they belong to that you've also joined? What assignments or projects have you completed that raised your visibility with them? What leadership roles did you assume that have given you the ability to interact with them? Who made key introductions for you? What new skills and abilities did you develop?
4. What do you have to do today to show up differently in order to attract the key individuals to your powerbase you need to attract to turn the story into reality?
5. What actions can you take right now to start building your ideal network and moving powerfully into your envisioned future?

Instead of starting from your present state, objective based networking starts from the outcome you envision, and then you work backwards to define the actions that will yield the desired outcome.

For some, this "future-state" networking can be unsettling. You might discover the need to reinvent yourself and to show up differently to achieve your vision, aspirations, goals, or objectives for where you want to take your business or career.

As the saying goes, "To marry a ten, you have to be a ten." The same is true for your professional network. To associate with top-tier professionals, you have to be one. Objective based networking forces you to think about how you show up now as a leader, and how you need to show up to attract the professional powerbase that will help you achieve your ultimate aspirations.

It's one thing to know what you need to do to improve each relationship in your powerbase. It's another thing to act.

If you score yourself, or someone you lead, a 2 or lower on any of the preceding self-assessment, we should talk. Over the last 20-years, I've advised executives all over the world relative to leadership, influence, engagement, communications, meeting strategy, and career advancement, as well as improving how they develop the high-potential leaders reporting into them. Let's schedule a session to talk about your objectives.

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The AscentLogic logo, with 'ASCENT' in orange and 'LOGIC' in black, is located in the bottom left corner. The background of the page features a blurred office scene with a man in a suit standing by a window.