

# Networking Challenge 2018

## What's Your Why?

You have decided to take on the 2018 Networking Challenge by either doubling the size of your network or by adding 100 new connections. You are seeking to transform your life by building a robust, vibrant network.

Congratulations!

Some days this challenge will be easy, some days it will seem like swimming in mud, and some days you'll just get stopped. When that happens, it's good to keep in mind your WHY. Why are you doing this? What do you want to transform? What's the prize at the end of the rainbow?

Keeping the Why front and center is a powerful way to reach your goal.

So take a minute right now and answer these questions:

\* What would it mean to my career if I had twice as many professional contacts? How would I be able to expand and improve my work?

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\* What's a specific problem (personal or professional) that having access to a bigger network of smart, talented people could help me solve?

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\* What does my work give to the world? What benefit would it bring to my family, to my clients, to my friends, and to the wider world if I were able to double the number of people I reached?

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\* Imagine yourself on January 1<sup>st</sup>, 2019. You are the center of a vibrant web of connections. Picture yourself having spent a year helping the people in your network, and having had them help you.

Take a moment to fully see yourself as central to this web of relationships. How do you feel? What big goal for 2018 have you been able to accomplish as a result of these connections? What other side benefits have there been?

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Come back to this list, and especially to that last question, whenever you need to. Picture yourself already successful and connected.

Enjoy!

-- Laura