

20 Strategies That Will Transform Your Network

(and your career)

1. Follow the 2:1 giving ratio

Provide value at least twice before asking for anything.

2. Implement the dormant tie technique

Reconnect with valuable past connections.

3. Use the "interested, not interesting" approach

Focus conversations on the other person instead of impressing them.

4. Practice the 5-minute favor rule

When meeting someone new, ask yourself, "What can I do in 5 minutes that would meaningfully help this person?"

5. Schedule loose-touch check-ins

Regular, low-pressure touchpoints maintain relationships.

6. Create content that serves your network

Position yourself as a resource.

7. Use the 3-person networking strategy

When attending events, ditch the business cards; aim to meet 3 new quality connections.

8. Practice conversational generosity

Introduce people to others in group settings.

9. Leverage the "uncommon commonality"

Find unexpected shared interests beyond work.

10. Create networking triggers

Set up systems that prompt regular connection.



11. Apply the diverse network principle

Intentionally connect with people outside your immediate field.

12. Create a personal board of directors

Cultivate relationships with 5-7 trusted advisors.

13. Practice network bridging

Connect people from different parts of your network.

14. Make specific, actionable asks

Be clear about what you need.

15. Implement "value-story-ask" framework

Structure networking messages with value first, brief context, then a clear request.

16. Adopt the sweat equity approach

Volunteer for industry organizations or committees.

17. Use the "reciprocity ring" technique

In team settings, create structured opportunities for everyone to request and offer help.

18. Apply selective vulnerability

Share appropriate professional or personal challenges.

19. Implement the network renewal practice

Systematically review and strengthen your network quarterly.

20. Use curiosity-based networking

Lead with genuine questions about others' work.

