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Connecting is not enough

AstraZeneca Rising Leaders Professional Relationships Workshop Three 27th September 2022




**Rising Leaders
Experience**

Accelerating leadership growth



THE RELATIONSHIP MATRIX™

Strength of Relationship

		Strength of Relationship							
		7 Friend	6 Advocate	5 Support	4 Trust	3 Like	2 Know	1 Recognise	0 Don't Know
Stakeholder Group	Stakeholder Group 1								
	Stakeholder Group 2								
	Stakeholder Group 3								
	Stakeholder Group 4								

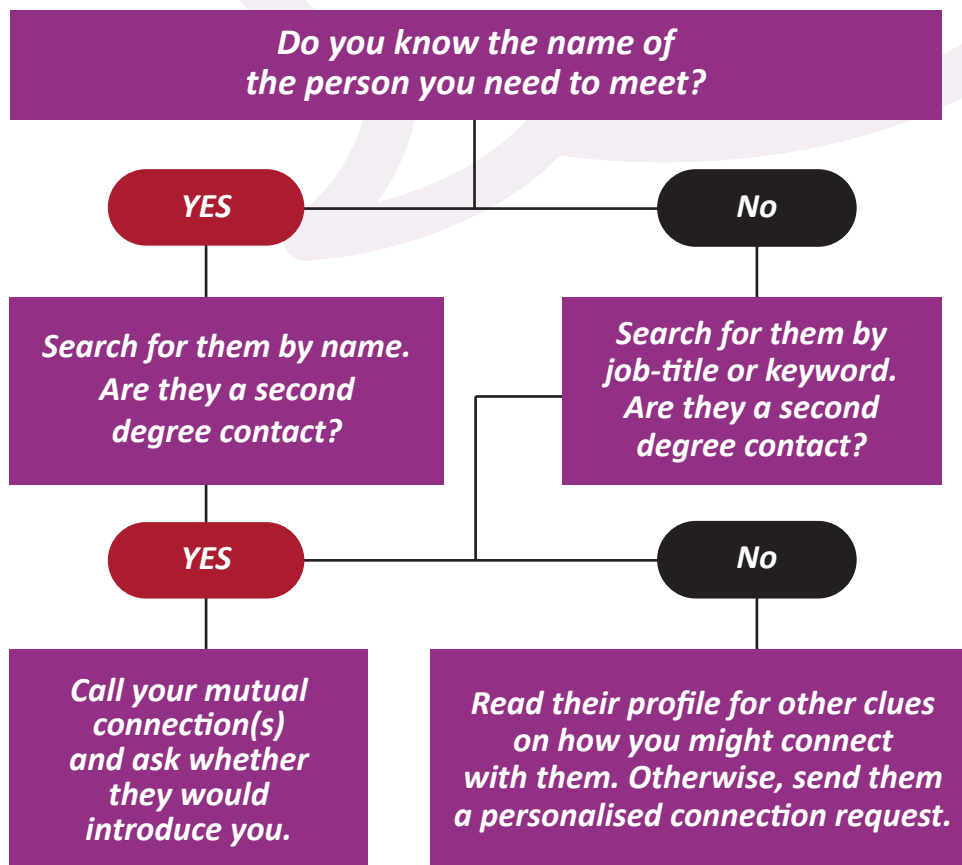
Influencer
Introducer
Information, Insight, Ideas
Implementers

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	Objective	Stakeholder Groups	What support do you need?	Who can help you?
<i>Role Objective 1</i>		1. 2. 3. 4.		
<i>Role Objective 2</i>		1. 2. 3. 4.		
<i>Role Objective 3</i>		1. 2. 3. 4.		
<i>Career/Business Objective 1</i>		1. 2. 3. 4.		
<i>Career/Business Objective 2</i>		1. 2. 3. 4.		
<i>Career/Business Objective 3</i>		1. 2. 3. 4.		



Finding Key New Connections Through LinkedIn



For advice on how to refine your search, read this article:

<https://www.linkedin.com/pulse/how-use-boolean-search-prospect-more-effectively-sam-rathling/>

Step Five

What is Your Next Step?

Instructions: Once you have completed your Relationship Matrix you should be able to answer the following questions to help you understand the relationships you need to develop:


Who do I have a strong relationship with, would be in a position to help me but hasn't done so yet?

(High relationship/Highlighted as a key Influencer/Introducer/Implementer or Source of Information, Insights or Ideas)

What do I need to ask those people to get the help I need?

Who is in a position to help me but my relationship is not yet strong enough?

What do I need to do to develop our relationship further?



Who is in a position to help me but I don't yet know?

Who could introduce me to them?

Why would they want to meet me?

Further Resources

‘Connected Leadership’ the book
available now in paperback and Kindle.

‘The Connected Leadership Podcast’
is available on iTunes and all podcast channels.
podfollow.com/connectedleadership

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