

Lesson 0

The Connector's Mindset



“Life is a search for people.”

- Theodore Zeldin

Summary

- Forget the word 'networking' and focus on the concept of creating and maintaining great relationships that build a better network.
- Building a better network matters a lot – research shows people who do so earn more, receive more attention and enjoy themselves more at work.
- As more people pursue independent career paths, the importance of your network is greater than ever because it's where your next client, boss or investor will come from.
- These ideas matter personally too – people who build strong relationships with their friends, family and wider circles report higher levels of wellbeing and live longer.
- Whatever stage you're at this course will walk you through the core principles, strategies and tactics needed to build a better network.

Challenge

Think about what you hope to achieve by taking this course. Ask yourself:

1. How will taking this course tangibly improve my life?
2. Who will I be able to help as a result of taking this course?
3. What will my life feel like when I've applied the things I've learned?

Your goal could be getting a promotion at work, making more sales for your business or simply adding 5 great new people to your life.

Try to imagine what the final outcome looks like...where are you living, what are you doing every day and who are you working with?
