

Networking Map

Your LinkedIn network should include the following...

Future-focused connections:

- people in roles you want to have in the coming years (have a list of such role titles)
- hiring managers from companies on your list of 30-50 target employers
- executives from companies on your list of 30-50 target employers
- leaders and active members of professional associations in your industry (opportunities to present, offer webinars, support/organize a conference)
- (executive) recruiters who specialize in your niche (national and from your geographical area)
- executive search companies / staffing companies you trust
- industry events and their organizers (award shows, exhibitions, conferences)

Strong connections from your past roles:

- past colleagues (hidden job market and company research)
- potential co-authors for your publications or presentations
- alumni who work in industries that intersect with yours

Connections in your area of residence:

- community leaders (hidden job market, new introductions)
- leisure club contacts (interesting ideas are born when you are most relaxed)
- service providers (paramedical providers, real estate agents, your career/leadership coaches, lawyers, finance/banking professionals, etc.)