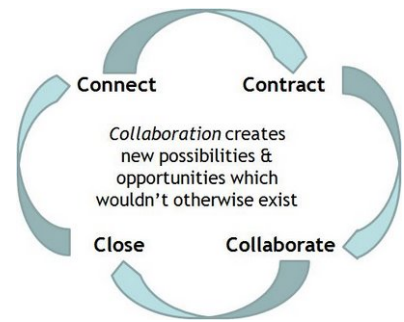


10 TIPS TO CULTIVATE YOUR ADVOCACY NETWORK



1. **Be Genuine** – create confidence, respect and trust - Proactively communicate frequently—not just when you need something.
2. **Provide Professional Connections** – In a society where it is “who you know not what you know” introduce co-advocates to people they should connect with. Personal introductions are very powerful.
3. **Mail Something** – Thank you notes or quote cards are valuable for staying in touch.
4. **Ask for Their View** – People want to ‘feel’ their thoughts are valued.
5. **Meet in Person** – Coffee or lunch is always a great way to get to know others. Find common interests. Remember, you don’t always have to talk about work.
6. **Send Links** – When you see something you think might be of interest, forward it on with a personalized note.
7. **Follow up with people** – Often, we get busy and forget to follow up with what was discussed at meetings. If you forget, people will remember you forgot them!!
8. **Re-Introduce Yourself** – Often we link to people using social media, but we forget to reach out to them to personalize our connection.
9. **Avoid complaining** – Complaining does not add value to the conversation. It creates negativity. Be mindful when talking to others. When you find yourself thinking or uttering a negative comment about something, or someone. STOP! Instead, substitute positive words in it’s place.
10. **Know your boundaries** – “The most important distinction anyone can ever make in their life is between who they are as an individual and their connection with others.” — Anne Linden. Make sure you know where you stand with people. Everyone you meet has a personal value system. While you may not always agree, you can agree to disagree. Your objective? Work together, for a common goal.

BONUS - Most Important, LISTEN to what people have to say.