

Connectors and Introducers

Previous Customers

Current Programme Delegates

Senior Leaders Customer Organisation 3

David

Wider Team

Senior Leaders Customer Organisation 2

US Coaching Circle

Followers on Social Media

Senior Leaders Customer Organisation 1



Future Followers and Buyers through Social Media and Digital Marketing

Contacts of Contacts

Possible Customers Know to FM

Procurement Legislation

Possible Customers Unknown to FM

What seems obvious to you that you hadn't realised before?

There is work to be done developing new 'contactors' many have retired or moved on

There is work to be done to create an intentional digital strategy, with offers that work globally

From that what are your blind spots?

I guess my close collaborators, especially David and Jim I rely a lot on them

How could you leverage the areas where you do have influence to build the relationships where you currently believe you don't?

Contacts of Contacts

Engaging customers in idea generation and empathy journeys

What are the personal, hierarchical and structural blocks?

I have a small fluid organisation not much gets in the way

I need to get out and about more, meet new people, more networking

Are these real or assumed?

Real

How can you use your strengths to approach these blocks in a different way and who can help you?

I have Strengths in Strategic Thinking and Influencing, that will support the adjustments that I need to make

Now go back to your map and move the players around based on what you think you can shift.

Commit to action