operation reconnect

TIPS FOR RECONNECTING: WHO SHOULD I RECONNECT WITH?

If you haven't yet started reconnecting, the first step is to determine **who you are going to contact**.

Who should I contact?

- Start by reviewing your existing network and drawing up a list of people you'd like to focus on.
- In exploring your existing network consider the following categories of people:
    - Friends, family or social contacts
    - Clients
    - Former clients
    - Target clients
    - Colleagues from other departments
    - Former colleagues
    - Influencers
    - Intermediaries / other advisers
    - LinkedIn connections
- Think about your department's key clients / top clients (both current and those from the last three years) and any agreed targets for the year ahead.
- Consider any new contacts you may have met over the last 12 months, or targets you were nurturing pre-COVID.
- Don't overlook your internal network – these may include colleagues you have worked with on previous projects or those who have referred you work (or vice versa). It may also include new colleagues in teams/ specialist areas where new work or opportunities may arise down the line due to the possible changes in the market, upcoming changes in legislation or changes as a result of COVID.
- Once you have your list, start by prioritising your reach outs to those you know best and those who may be most receptive to catching up.
- Set aside an hour in your calendar each week to review your list and make your calls/send emails to secure that catch up. Don't be surprised if it takes 4-6 weeks to organise that catch up especially if people are busy/ on annual leave.
- How many should you aim to contact? Be ambitious and set a high but realistic target and measure you success against it. In this COVID environment, the advice is to <u>double the number</u> of people you would normally network or catch-up with, but spend <u>half the time</u> you would have previously spent having the catch up / conversation.