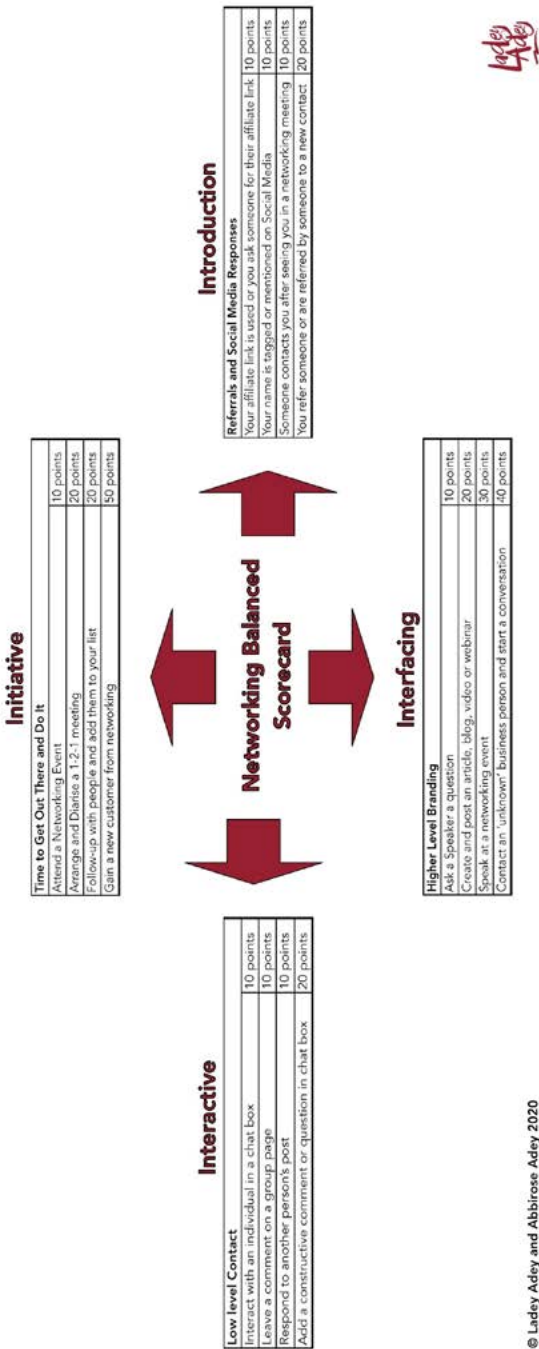


Balanced Networking Scorecard



## *Your Networking Scores*

Print off this page and use this table to add up your score on a weekly basis. Give yourself points for EVERY time you do an activity. The only competition here is with yourself. It provides vital data to your networking activity; to help decide whether you are receiving a good return on your investment.

<b><i>Your Networking Scores</i></b>		
Week Commencing: _____		
<b>Activity</b>	<b>Points</b>	<b>Your Score</b>
<b>Initiative (Get Out There &amp; Do It)</b>		
Attending a Networking Event	10	
Arrange and Diarise a 1-2-1 Meeting	20	
Follow up and Add Contact to List	20	
Gain a New Customer from Networking	50	
<b>Total</b>		
<b>Introduction (Referrals and Social Media)</b>		
Your affiliate link is used or you ask someone for their affiliate link	10	
Your name is tagged or mentioned on Social Media	10	
Someone contacts you after seeing you in a networking meeting	10	
You refer someone or are referred by someone to a new contact	20	
<b>Total</b>		
<b>Interfacing (Higher Level Branding)</b>		
Ask a Speaker a question	10	
Create and post an article, blog, video or webinar	20	
Speak at a networking event	30	
Contact an 'unknown' business person and start a conversation	40	
<b>Total</b>		
<b>Interaction (Low Level Contact)</b>		
Interact with an individual in a chat box	10	
Leave a comment on a group page	10	
Respond to another person's post	10	
Add a constructive comment or question in chat	20	
<b>Total</b>		

## Additional Information

For each month do a summary sheet using your weekly score results.

<b><i>Your Networking SUMMARY Scores</i></b>	
Month: _____	
<b>Activity</b>	<b>FINAL Scores</b>
<b>Initiative (Get Out There &amp; Do It)</b>	
Attending a Networking Event	
Arrange and Diarise a 1-2-1 Meeting	
Follow up and Add Contact to List	
Gain a New Customer from Networking	
<b>Total</b>	
<b>Introduction (Referrals and Social Media)</b>	
Your affiliate link is used or you ask someone for their affiliate link	
Your name is tagged or mentioned on Social Media	
Someone contacts you after seeing you in a networking meeting	
You refer someone or are referred by someone to a new contact	
<b>Total</b>	
<b>Interfacing (Higher Level Branding)</b>	
Ask a Speaker a question	
Create and post an article, blog, video or webinar	
Speak at a networking event	
Contact an 'unknown' business person and start a conversation	
<b>Total</b>	
<b>Interaction (Low Level Contact)</b>	
Interact with an individual in a chat box	
Leave a comment on a group page	
Respond to another person's post	
Add a constructive comment or question in chat	
<b>Total</b>	

*A copy of an interactive tool to help you produce your own scorecard is available in the 'networking skills' section of Pathways Extra in the Kaplan International Pathways Virtual Learning Environment.*