

Strategy Worksheet: Aligning Yourself with Key Players

In the following worksheet, complete to the best of your ability. Use the idea joggers on the right column to help you think of different departments where relationships could be strengthened between them and yourself/your unit.

Who are the stars in the organization?	Idea Joggers
	<p>Marketing</p> <p>Finance</p> <p>IT</p> <p>Sales</p> <p>R&D</p> <p>HR</p> <p>Legal</p> <p>Manufacturing</p> <p>Operations</p> <p>Other units in your organization?</p>
Who holds formal power?	
Who holds informal power?	
Who is leading the “hot” projects, teams, or groups?	

Use the following planning template for each key player identified in the previous page:

Name:	
What's the goal of the relationship? What would an ideal outcome look like?	
What's the current state/gap?	
What's their communication style? (Direct, Indirect, Big picture, details)	
What are their personal/professional motivations?	
What do they value?	
What value can you bring to them?	

(Continued on next page)

What matters to them/their team/unit and how can you help them achieve it?
Who influences this person? How can you leverage this relationship?
Up to 3 ways you can build the relationship

If you don't know some of this information - how can you find out this information?

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Want to chat further? Email me at:

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