



Connector Tips

What is a Connector?

Connectors are people in a community who know large numbers of people and are in the habit of making introductions. A connector is essentially the social equivalent of a computer network hub. Connectors usually know people across an array of social, cultural, professional, and economic circles, and make a habit of introducing people who work or live in different circles...someone with an extraordinary knack of making friends and acquaintances. They are an elite group of people, so expert in cultivating connections that they are the reason the rest of us are connected too. The kind of people for whom the "Six Degrees of Separation" rule is reduced to just one degree. (The Tipping Point-Malcom Gladwell).

Connectors' lives, both innately and deliberately, are built around their meaningful connections with other people.

Qualities of a Connector

- Connectors are outgoing and friendly.
- Connectors know a lot of people.
- Connectors tend to remember peoples' names.
- Connectors enjoy going to parties and meeting new people.
- Connectors collect acquaintances.
- Connectors use social media regularly.

Tips to being a Connector

1. Get It Done - Help others maintain focus and energy, despite obstacles and setbacks along the way.
2. Initiate Action - Reach out to individuals or groups who may offer resources to one another in moving initiatives forward; believe that one's actions will eventually lead to a productive outcome.
3. Be the Real Deal - Demonstrate integrity in how you present yourself in a wide variety of social and organizational settings.
4. Be Socially Engaging - Listen keenly when interacting with others. Seek common ground where others may see none.
5. Navigate the Maze - Cross traditional organizational boundaries to establish relationships and move plans forward.
6. Seeing the Glass Always Half Full - Be optimistic by nature. Believe in and focuses self and others on the possibilities and do not get sidetracked easily.
7. Empower Passion - Expect the best in others and inspire them to achieve more than they thought possible.
8. Building Bridges – Keep an inventory of what is learned from and about others in conversations. Draw on this inventory in future situations to help connect people as potential resources to one another.
9. Think Big - Factor the common good into decision making.
10. Constantly Curious - Have an appetite for continuous learning and seek a variety of situations, people, and information rather than the same old thing.