



ENGAGE:

Simultaneously Build Your Network
and Cultivate Your Reputation
Through Early Accomplishment

THE IDEA

Pursue Early Wins with the Network in Mind



People often focus on *either* driving results *or* becoming well-known, particularly if moving into new organizations or groups.

This limits opportunities that come from building a reputation for good work across an influential network.

- Invest heavily in network development *and* in key accomplishments early on. Build needed ties and a positive reputation.
- This creates an intense ramp-up time but speeds integration and sets a network foundation for future success.

BUILD TIES AND REPUTATION



Coming into a new role, you can build your reputation for execution in several ways:

Commit to a high-profile project. Whether it is assigned directly or you craft the project to achieve your goals, good work that gets broad attention naturally builds your network and reputation. Be sure to bring in a broad network to ensure the outcome meets key influencers' needs.

BUILD TIES AND REPUTATION



Turn projects into network-expanding assignments.

Leverage the work to build your network in authentic ways. Speak to multiple stakeholders to understand the scope. Follow-up with a demo or prototype. Showing what you do builds trust and makes clear how your expertise can be applied to their context.

Remove obstacles and pain points. Address other people's concerns or tackle challenges early on. By removing roadblocks and helping them find solutions, you establish credibility and generate good will.

TAKE ACTION

Build a Reputation for Execution



- **Identify a possible “early win” project.** Ideally, your project will require integration across levels, functions and capabilities.
- **Clarify who will benefit and how.** Write down people or groups who have an interest in a positive outcome. List pain points the effort will solve and actions to take.
- **Expand your thinking to the broader network.** Reach out to people with adjacent areas of expertise or in other work streams.
- **Ensure stakeholders remain involved/informed.** This helps you refine ideas, build support and establish credibility—resulting in a better outcome and a positive reputation.