

## 2023 Networking Challenge - January

We are starting by taking stock of the people in your network. I subscribe to the idea that quality is better than quantity. You should go an inch wide and a mile deep with your network. I also think that there is a limit to the number of relationships that one person can maintain. According to Dr. Robin Dunbar, that number is around 150. Of that 150 there are four sub categories. The first is your inner circle. That consists of the five people closest to you. It may include your significant other or a best friend. These are the people that you're comfortable calling for help in the middle of the night. You will spend ~ 50% of your time with these 5 people. The next layer out is an additional 15 people. These are the people that are really going to move the needle for your business. People that you want to build and maintain close relationships with. You will spend ~ 25% of your time with these people. The next layer out is an additional 30 people. They get ~15% of your time. And the final layer is an additional 100 people. They get the remainint 10% of your time. When you think about it, there isn't really that much time to be spent on building and nurturing relationships. Each of us only has 164 hours in the week and when you take out time to sleep, eat, exercise, do hobbies and do your actual job, there isn't that much left. That's why it is so important to be judicious with how and with whom you spend your time. And why this exercise is an important starting point. Fill out this spreadsheet with the people in your network.

### The Inner Circle - 50% of your time

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### The Core Strategic Partners - 25%

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### Your Next Go-To's - 15%

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