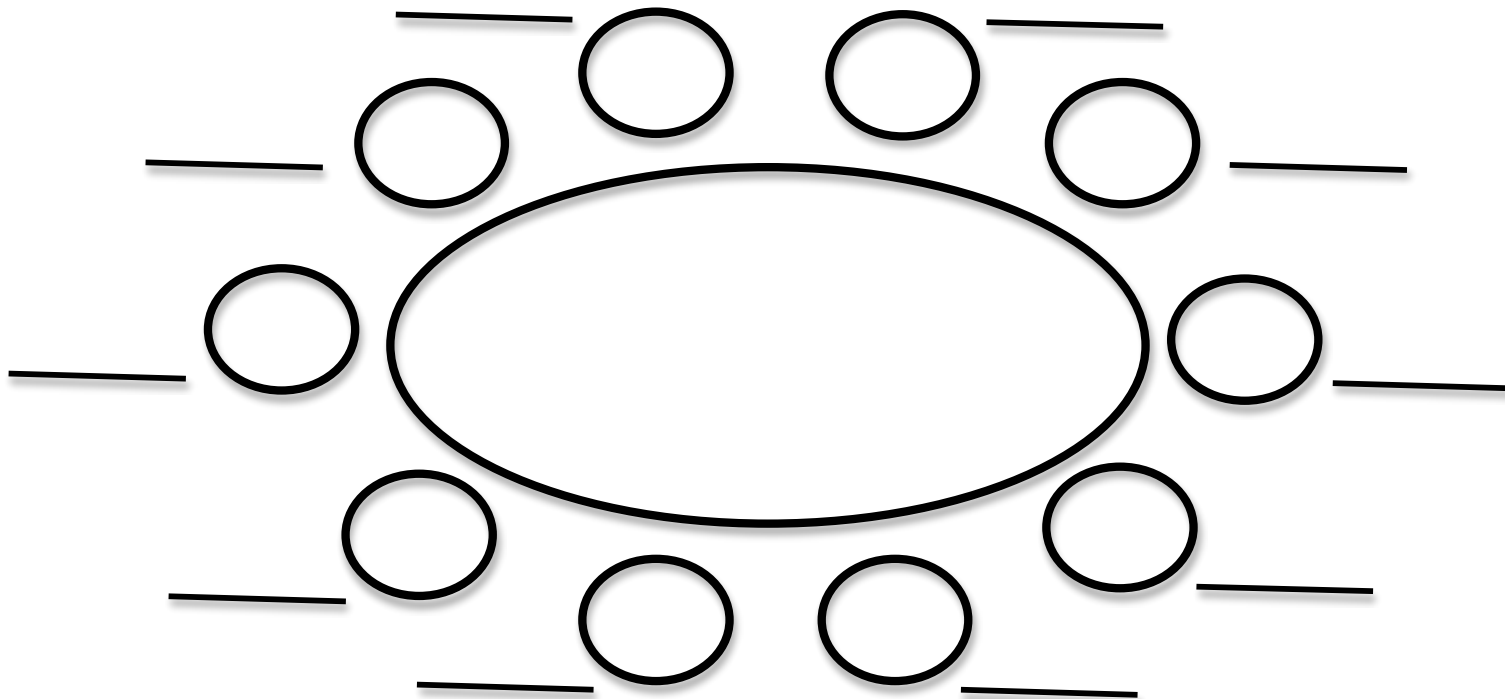




Build Your Personal Board of Directors

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- ⌚ Everyone needs a team of people who can provide support for their thought leadership journey. Rather than go it alone, these are the people you can call when faced with day-to-day decisions, cross-roads and challenges;
- ⌚ These are people who can serve as mentors, role models, experts, cheerleaders, etc.
- ⌚ They don't necessarily need to know they're on your board, and you won't necessarily call all of them every time you need advice, a sounding board, a referral, etc.
- ⌚ Place up to 10 people at your Board table.





- ⌚ As your adding people to your board, here are some categories to consider:
 - a)** Deep subject matter expertise in your area;
 - b)** An established influencer or thought leader in your niche or an adjacent niche;
 - c)** Held your role/title/position before;
 - d)** Someone with technical expertise – perhaps in social media, setting up a website, etc.;
 - e)** Someone who has taken a similar path that you want to pursue – written a book, created a training program, become a speaker
 - f)** Had an experience you hope to have – spoken internationally, crafted legislation, served on a government advisory committee
- ⌚ Questions:
 - a)** Who is on your Personal Board of Directors today? Add their names or initials to the table above. Add a note as to why they belong at the table.
 - b)** What are 3 instances when you will call upon your Personal Board of Directors in the year ahead?
 - c)** What other types of people do you need on your Board?
 - d)** What 3 specific actions will you take to expand or better utilize your Personal Board of Directors this year?
- ⌚ Revisit your Personal Board of Directors list from time to time. Board members may come and go.