

# MYTH



## Star Map

**My sector:**

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**My culture:**

Core values (Business and personal):

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**My Key skillsets:**

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**Current strength and weaknesses of your business:**

My largest competitive advantage is...

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I am not doing so well in...

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I want to but have not yet tried to...

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## Weak Ties (Existing Business Network)

Different Sector (Name, sector)

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Different Culture (Name, culture)

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Different Skillsets (Name, skillset)

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How were these connections made?

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## Strong Ties (Existing Business Network)

Same Sector (Names)

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Same Culture (Names)

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Same Skillsets (Names)

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## My “What If” per category:

Core product/services

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Value Proposition to my customers

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Supply chain

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How were these connections made?

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## What else?

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## Ideas to guide your thoughts:

(Don't let this limit your imagination!)

- How can I gain more competitive advantages over my key competitors?  
Different features of my product?
- Offering a new service? Or a service that cross promotes my star product?
- Are there potential markets that I should get into before someone else does?
- New resources or manufacturing processes?
- Can I deliver my product/service to my customers in a different way?

“

Rome was not built in one day, nor is your perfect star map. This thought process is to start thinking of the resources you may need, ahead of time. It's too late to try and build the network when you already need it!

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# Action Plan

Ideally, work with one “What If” at a time, try to answer these questions to establish an action plan to start building a meaningful business network.

1. Which sector, culture and/skillsets do I need help with if I were to achieve this?
2. Where can I meet these people, do I know someone that may be able to connect me? Should I participate in any communities or organizations?
3. What can I offer my “contacts-to-be”? (Always seeks to give something before asking for anything!)
4. How am I going to sustain this relationship, what works for me and is true to myself?

