

Unlock the Room

Ask the Right Question, Find the Right Person

Use this 5-question worksheet to surface your next strategic ask.

1. What do you want right now?

(Be specific. A new client? Speaking opportunity? Board seat?)

2. Who in your network is already connected to that world?

(Think adjacent. Not perfect. Just relevant.)

3. What question could help unlock access, insight, or opportunity?

(Examples: "Would you be open to introducing me to...?" or "What would it take to be considered for...?")

4. What's your relationship with this person?

(How well do you know them? Have you helped them before? Are they likely to say yes? Do they have the time to help you?)

5. Is there someone else you could ask to help you ask?

Sometimes the right person is one degree removed - and that's still actionable. Think about who in your network may be connected into networks you're not part of - and need access to.
