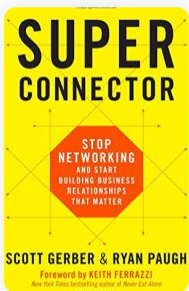


MEETING IN A BOX

Superconnector

Stop Networking and Start Building Business Relationships that Matter

Being influential requires connecting with the people who count and building meaningful relationships that can last. These relationships are your social capital – today’s most valuable currency. Scott Gerber and Ryan Paugh offer practical advice for creating meaningful, enduring superconnections.



- **Step 1:** Have your team read the getAbstract summary of [Superconnector](#). To access the summary, click on the book cover.
- **Step 2:** Schedule a meeting with your team to discuss the questions below.
- **Step 3:** Have a discussion with your team.

“People, not money, are your most important assets; great things in business happen when the right people come together.”

Scott Gerber and Ryan Paugh, *Superconnector*

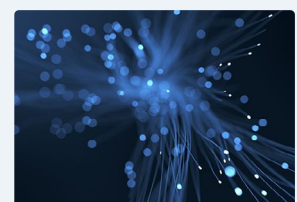
Discussion Questions

1. What do you find most effective when building your network?
2. What do you do differently when networking externally compared to networking internally?
3. What benefits has networking brought for you both personally and professionally?
4. What hasn't worked well? Why do you believe that was?
5. How is networking different when done virtually as opposed to face-to-face?

Additional resources:



JOURNAL ARTICLE
Social Capital Is Like Money in the Bank



CHANNEL
Networking