

GETABSTRACT REVIEW OF

## 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](#).

#### STEP 2

Schedule a team meeting to discuss the questions below.

#### STEP 3

Have a discussion with your team.

## Discussion Questions

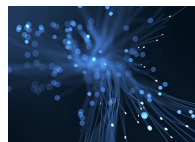
1. What do you find most effective when building your network?
2. What do you do differently when networking externally compared to networking internally?
3. What benefits has networking brought for you both personally and professionally?
4. What hasn't worked well? Why do you believe that was?
5. How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

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

#### Superconnector

Scott Gerber and Ryan Paugh

## Additional resources



Networking



Social Capital Is Like Money  
in the Bank

