

Connection Pathways

Ensuring Growth

A) People come to you or your organization from many different places
(They have different wants, needs, history's, and expectations)

- 1) What is your core purpose? (Why do you exist?)
- 2) Who are you today that distracts from or diminishes your core purpose?
- 3) What are you doing that distracts from or diminishes your core purpose?
- 4) Who are you trying to be and provide for everyone? (Is it too much or little?)

B) People's experience with you begins long before they come in-person

- 1) What do people say about you (reputation)?
- 2) Do your communication channels reflect accurately who you are and what people will experience in-person?
- 3) How are you pursuing and caring for people even before they know you?

C) Connection Points

- 1) How is it simple and clear for people to connect with you?
- 2) How are your upfront expectations and "asks" of people too much or too little?
- 3) How do you provide and maintain personal and relational care?
- 4) What systems are needed both internally and externally to help you make, keep, and grow connection?

