



## **The Power of Who!**

**Bob Beaudine**

### **Week 1: Start With Who You Already Know**

#### **The Big Idea**

We've been conditioned to believe that opportunity lives somewhere out there — in the next conference, the next cold outreach, the next LinkedIn connection. Beaudine flips that script entirely. Your greatest opportunities, he argues, are not in front of strangers. They're sitting in your phone's contact list, in your inbox, in the people who already know your name and trust your character. The real work isn't finding new people — it's waking up to the value of who you already have.

#### **What We'll Explore**

One of the most useful frameworks in the book is the idea of concentric circles. Your inner circle is small — maybe 10 to 15 people — but these are the individuals who truly know you, believe in you, and would go out of their way to help you. Beyond that is your active circle, people you interact with regularly and have a genuine rapport with. Further out is your extended circle, acquaintances and connections who know your name but don't know your story. Most people spend the majority of their networking energy trying to break into that outer ring, while neglecting the gold that's already in the center.

This week we'll also talk about trust as currency. In a world obsessed with reach and volume, Beaudine reminds us that depth beats breadth every time. One person who genuinely trusts you is worth more than a hundred who vaguely recognize your name. That shift in mindset — from collecting to cultivating — is where real momentum begins.

#### **Discussion Questions**

1. Who are five people in your inner circle who truly know, like, and trust you? When did you last intentionally invest in those relationships?

2. Think about a meaningful opportunity or introduction that came your way in the past few years. Did it come from a stranger or from someone already in your world?
3. Be honest with yourself — are you spending more energy meeting new people or deepening the relationships you already have? What does that ratio look like?
4. What gets in the way of leveraging your existing network more intentionally? Is it time, pride, fear of asking, or something else?
5. How could you be more useful and generous to the people already around you — not transactionally, but genuinely?

### **Exercise: Map Your Who**

Take 10 minutes before or during the session to write down 15 to 20 people you already know — not who you wish you knew, but who you actually have a real relationship with. For each person, consider: Could they refer you business? Could they open a door or make an introduction? Could they vouch for you in a room you're not in?

Once you have your list, circle three names — people you haven't been as intentional with as you should be — and commit to a genuine outreach this week. Not a pitch, not an ask. Just a real, human connection. A coffee, a call, a note that says you were thinking of them. Start there.