



## Week 2: Become the Person Worth Connecting

### The Big Idea

Week 1 was about looking outward — mapping who's already around you and recognizing the untapped value in those relationships. Week 2 turns the lens inward. Because here's the uncomfortable truth Beaudine doesn't shy away from: proximity to the right people isn't enough if you haven't done the work to become someone worth helping.

We live in a culture that's obsessed with access. Get in the room. Get the introduction. Get the meeting. But access without credibility is just a wasted opportunity. The people who consistently get referred, recommended, and championed aren't necessarily the most talented or the most connected — they're the most trusted. And trust isn't something you claim. It's something you earn, slowly, through hundreds of small interactions over time.

This week we're asking a harder question than "who do you know?" We're asking: *who would go out of their way for you — and why?*

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### What We'll Explore

**Character over charm.** Charm opens doors. Character keeps them open. It's easy to make a strong first impression — a firm handshake, a good story, an enthusiastic pitch. But your reputation is built in the moments no one is watching: do you follow through? Do you show up when there's nothing in it for you? Do you keep your word on the small things? Beaudine is clear that the foundation of a powerful network isn't personality — it's integrity. People don't refer their best contacts to someone who's impressive at breakfast and unreliable by Friday.

**Trust is built in the margins.** We tend to think of trust as something established in big moments — the major favor, the clutch introduction, the public endorsement. But in reality, trust accumulates in the margins. The quick reply to a message. The congratulations when someone lands something big. The follow-through on a small commitment nobody would have noticed if you'd dropped it. These micro-moments are the actual architecture of a strong reputation. Individually they seem insignificant. Collectively, they're everything.

**Givers win — but not overnight.** Adam Grant's research and Beaudine's experience point in the same direction: the people who approach their networks with a spirit of generosity — who ask "how can I help?" before they ask "can you help me?" — consistently outperform those who treat relationships transactionally. But this isn't a 30-day strategy. It's a long game. Givers win because over time, they become the kind of person that others *want* to see succeed. They've made deposits in enough accounts that when they eventually need something, there's something to draw from.

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## Discussion Questions

1. If three people in your professional network were asked to describe you — your character, your reliability, your reputation — what do you think they'd actually say? Is that the answer you'd want them to give?
  2. Are you known as a connector and a giver, or do you tend to show up most actively when you need something? Be honest — most of us have seasons where we drift toward the latter.
  3. Think about someone in your network who could use a connection, a resource, or just a word of encouragement right now. What's one specific thing you could do for them this week, with no expectation of anything in return?
  4. Where in your professional life are you most inconsistent — follow-through, communication, showing up? How might that inconsistency be quietly shaping how others perceive you?
  5. What is one habit or pattern that might be slowly eroding your reputation, even if it doesn't feel significant in the moment?
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## Exercise: The Blind Introduction

This week, each member commits to making one meaningful introduction — connecting two people in your network who would genuinely benefit from knowing each other. The only rule: there should be no direct benefit to you. You're not brokering a deal, you're not positioning yourself as the hub. You're simply being useful.

Before you make the introduction, think it through. Is this actually valuable for both people, or are you just checking a box? A good introduction comes with context — a warm note that explains who each person is, why you thought of them, and what you think the connection could mean for both of them. That thoughtfulness is what separates a connector from someone who just CC's two strangers.

Come back to next week's session ready to share what happened — and more importantly, how it felt to give something with no strings attached.