



Centers of Influence

You have several Centers of Influence in your professional network. You may not realize how influential they are because possibly you weren't strategic about your career as you are now. YOU may even be considered a Center of Influence by others. Complete the following worksheet to identify who they are and then write or call them directly to connect with them right away.

Centers of Influence are people who like and respect you and who come in contact with enough people to be able to regularly refer you to the right people. They are natural “bridgers,” people who know lots of other people and who love to put people together. Connecting with your Centers of Influence and letting them know you are looking for a new opportunity or new clients is a powerful gutsy move you can make – because you are getting access to a huge pipeline of other people’s connections. Also, as a happy side effect COI’s, thrive on making introductions – they are the social butterflies of the business world.

Make a list of people who are considered “bridgers” that already know, like and trust you, who know and come in contact with lots of other people:

- 1.
- 2.
- 3.
- 4.

- 5.
- 6.
- 7.
- 8.
- 9.
- 10.

E-mail them and say:

"Hi <first name>, it's been a long time since we caught up. I'd love to hear what you're up to and let you in on what's going on for me. How about coffee, my treat, or virtual coffee date sometime? Are you available on any of these dates: _____. Let me know when's good for you and we'll make it happen.

How you say it, means everything.

Here's an e-mail I received from a reader who hit the In Our Shoes website It's short, to the point and unassuming. She did not know me. I have never met her. I replied, we met for coffee which led to an introduction to a friend of mine I connected her with, who had a job opportunity that fit her credentials. 1-2-3 done. I helped my friend and her at the same time. All from her sending me this one 30-second e-mail!

Assume most people like me, will want to help you. Not everyone will, but authentic Centers of Influence thrive on bringing people together – leverage that!

Dear Marisa:

"From reading your articles in your career column and " In Our Shoes" content, I think that you are someone I should be networking with.

Would you have a few minutes in the next few weeks to speak? Many thanks in advance." Sandy

E-mail to someone running a function you are interested in pursuing:

Hi John:

"I work in the XYZ department as <insert your expertise>. Dropping a line to see if you would be willing to meet with me sometime. I'm interested in learning more of how the XYZ function that you lead, operates here in the firm. Perhaps we can meet for a quick lunch, my treat? "

Be prepared for rejection and to receive back. Ask for permission to follow up with them later:

"Sorry, it's just not the right time."

That's ok. You can answer with:

"No worries, would it be alright if I checked back in later?"

This puts hair on your back and really makes you want something even more. Find someone else in the meantime and do not get discouraged. Make a commitment to dedicating two hours a week reaching out and finding new business contacts. It takes seconds to make a connection with someone.

And so it is. Consider it done. ☺

5 TOP STRATEGIES TO OWN YOUR AUTHORITY AND ADVANCE YOUR CAREER [LEADERSHIP AUDIO COURSE]



Leadership Audio Program

Introduction
▶ 6:51 / 6:51 ————— 🔊 ⋮
Part 1
▶ 0:05 / 10:55 ————— 🔊 ⋮
Part 2
▶ 0:10 / 3:22 ————— 🔊 ⋮
Part 3
▶ 0:00 / 6:26 ————— 🔊 ⋮
Part 4
▶ 0:00 / 4:38 ————— 🔊 ⋮
Part 5
▶ 0:00 / 5:45 ————— 🔊 ⋮

Your Host



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MARISA SANTORO, a former Wall Street IT executive and the founder of the career learning platform In Our Shoes (www.InRShoes.com), is a keynote speaker, career coach, corporate leadership trainer, diversity and inclusion consultant, and author of [Own Your Authority](#) (McGraw Hill).

Her expertise in leadership and professional development, as well as effective business communication, has been brought in to support business leaders across clients in diverse industries such as Merck, American Express, UBS, Anheuser-Busch, Allianz Global Investors, Sony Music, S&P Global, Royal Bank of Canada (RBC), New York Council of Nonprofits, Women in Tech International (WITI), Aetna Healthcare, New York University (NYU), NYU Langone Medical Center, New York and New Jersey city governments and many more. She is a TEDx speaker, and honoree of the Woman of Influence award from New York Business Journal and BizWomen.com for her years of mentoring and coaching midcareer leaders, executives, healthcare professionals, and sales leaders to achieve higher levels of influence.

She also writes a [career column for American City Business Journals](#), covering their how-to career and business strategy sections, with articles published across 44 cities in the United States. Her [TED talk, "Speaking Without Apology,"](#) guides on how to detach from language that feeds into the "Sorry Syndrome" and make subtle tweaks in your speech to springboard you from diluting your value to spotlighting your assets immediately.

She guides professionals how to reclaim their confidence, tap into their instincts and embrace their inner dialogue using proven tactical tools, and strategies in proven step-by-step career leadership programs coaching on ways to authentically build trust as leaders and advance in

their careers.

She delivers seminars, workshops, webinars, coaching, microlearning "just in time" modules, and self-paced multimedia courses to fit your organization's training needs. Her work has been integrated to launch Women's Leadership Initiatives, Leadership Academies, Diversity and Inclusion Initiatives, New Hire Programs and used in learning and development programs across government agencies, nonprofits, and organizations in the financial services, health care, real estate, education, and wine sectors.

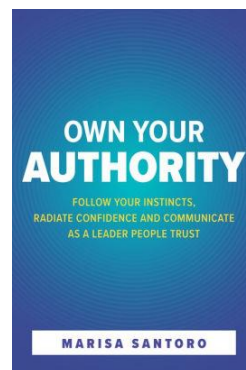
Prior to any coaching or training program, she delivers a pre-assessment clarity questionnaire to every participant in order to assess where they are struggling in their career, what the pain points are and where they would like to be in their career, in 3, 6, 12 months' time – their breakthrough career goals.

In the world of leadership development, there's no shortage of advice on what to do to drive career success—but very little is said about who to be and listening to your intuition. While leadership skills are important, self-trust is the foundation that great leadership is built upon—and developing it is a deeply personal process. In [Own Your Authority](#), career leadership expert Marisa Santoro provides the knowledge, tools, and insights you need to understand and embrace your authentic personality and trust your intuition.

"This is the heart of increasing confidence in any area," she writes, "taking on risk in small increments, stepping into new territory, facing fears, learning, failing, growing, and circling back to take on more risk that will stretch but not freeze you."

Great leaders communicate clearly, speak up when it matters most, and thrive on taking on measured risks. Through self-awareness, they embrace acts of discomfort every day—all in the name of learning, growing, and achieving higher levels of influence and leadership.

And it all comes with self-trust and confidence.



The CONFIDENCE FORMULA: 101 Ways to Confidently Communicate Your Value At Work. [REPORT]