

## WEEK 14

### Challenge: Become an Irresistible Person of Interest

- ✓ First, read or listen to **Week 14: Become an Irresistible Person of Interest** in *It Starts with Clients* (pages 217-228 in the hardcover version)

Everyone wants to have relationships with executive decision makers and other important influencers. However, getting on the calendar of the CEO is like snagging a table reservation at the latest, hottest New York restaurant. I've seen this from the inside, while advising many C-suite executives. There's just endless demand for their time. So how do you become a person of interest? You need to cultivate *what you know*, *who you know*, and *who you are*.

### Assignment

#### Developing What You Know, Who You Know, and Who You Are

On the next page, consider and write down actions you could take to develop the six strategies for becoming a person of interest to the C-suite. These directly support the three foundations of a person of interest: What you know, who you know, and who you are—your core values and beliefs.

## Becoming a Person of Interest to the C-Suite

Strategy	What Actions Can You Take?
1. Sharpen your expertise while expanding your knowledge breadth	
2. Develop your thought leadership—your points of view, insights, and ideas	
3. Be seen as someone who is at the crossroads of the marketplace	
4. Become a person with interests	
5. Build an eclectic network	
6. Develop, manifest, and communicate your core beliefs and values	
7. Others:	