



Network Conversation Audit: Are You Actually Activating Your Pipeline?

Most executives are not “networking”—they are maintaining relationships without activating opportunities.

This worksheet helps you identify whether your conversations are actually producing referrals or just social contact.

STEP 1 — Current Network Reality Check

Think about your last 10 networking conversations.

Answer honestly:

1. How many of those conversations led to a clear next step?

- ☐ 0–2
- ☐ 3–5
- ☐ 6–8
- ☐ 9–10

2. How many resulted in a referral or introduction?

- ☐ None
- ☐ 1–2
- ☐ 3–4
- ☐ 5+

3. What best describes most of your conversations?

- ☐ Catch-ups / updates
- ☐ Background sharing
- ☐ Vague “let’s stay in touch”
- ☐ Clear positioning + actionable dialogue

STEP 2 — The GTM Conversation Audit

For each conversation type, rate yourself:

1. Context Conversation (Positioning Clarity)

Do people clearly understand where you fit in the market?

Example signal:

“I’m exploring senior roles where I own X in environments dealing with Y.”

Audit:

- ☐ I consistently communicate my positioning
- ☐ I sometimes explain my role but it’s inconsistent
- ☐ I’m unclear or change messaging depending on audience

Reality Check:

If people can’t place you, they can’t refer you.

2. Market Intelligence Conversation (Information Flow)

Do you actively extract hiring and market insight from your network?

Example question:

“What are you seeing shift in leadership hiring right now?”

Audit:

- ☐ I regularly ask for market insight
- ☐ I occasionally ask but don't go deep
- ☐ I mostly talk about myself, not the market

Reality Check:

Your network holds live opportunity signals—you either extract them or miss them.

3. Pattern Recognition Conversation (Referability Layer)

Do people understand how to recognize you in future situations?

Example signal:

“I keep getting pulled into situations where X breaks down.”

Audit:

- ☐ My value patterns are clear and repeatable
- ☐ I've shared examples but not consistently
- ☐ I mainly list achievements, not patterns

Reality Check:

Referrals happen when people can mentally “tag” you to a problem.

4. Light Ask Conversation (Activation Signal)

Do you give people a simple, non-awkward way to help you?

Example signal:

“If you hear of teams dealing with X or Y, I’d appreciate being top of mind.”

Audit:

- ☐ I consistently give a clear light ask
- ☐ I sometimes hint at opportunities but don’t state it clearly
- ☐ I rarely ask for anything

Reality Check:

No signal = no activation.

STEP 3 — GTM Network Scorecard

Rate each area (1 = weak, 5 = strong):

Conversation Type Score (1–5)

Context Clarity ____

Market Intelligence ____

Pattern Recognition ____

Light Ask Activation ____

Total Score (out of 20): ____

STEP 4 — Interpretation

16–20: Activated Network

Your network is functioning like a pipeline. Focus on consistency and scale.

10–15: Partially Activated

Some conversations are working, but not systematically. Referrals are inconsistent.

0–9: Passive Network

You are visible—but not referable. People like you but don't know how to activate you.

STEP 5 — Fix Priority (What to Improve First)

Choose **ONE** primary upgrade focus:

- ☐ Clarify Context (positioning message)
 - ☐ Improve Market Intelligence questions
 - ☐ Build clearer Pattern Recognition language
 - ☐ Strengthen Light Ask activation
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FINAL INSIGHT

Networking does not fail because of effort.

It fails because conversations are not structured for activation.

When these four conversation types are consistently present, your network stops being passive—and starts behaving like a live GTM channel.