

EXPLORE

IT TO TRY IT ON

VIDEO
#12

BUILDING YOUR SUPPORTIVE COMMUNITY

Now that you know what you want, you need help to get it...

Important concepts to remember:

- You can't be what you want to in this world if you're an island. To build a powerful support network...
 - Be other-focused – focus on giving first (rather than thinking “What can you do for me?”)
 - Strengthen your sense of humility - have a beginner's mindset and embrace the understanding that you can continually learn from others
 - Add value and be of service to new partners, colleagues, peers, your followers, etc.
 - Tap into your kindness, generosity and giving spirit
 - Be selective in terms of who you let into your inner circle
 - Build your support community both online and offline (digitally and in person)

KEY TAKEAWAY

You can't build an amazing career alone or in a vacuum. You need helpers, supporters and angels.

BUT FIRST, KNOW WHAT THE RIGHT KIND OF HELP LOOKS LIKE

All “help” is not the same. There is help that moves you forward and encourages you, and the other kind - “help” that doesn’t help!

For more on how to decipher the right type of help, read Kathy’s Forbes piece: [*How to Tell When Good Advice Is Bad for You*](#)

Remember, the “right” kind of help:

- Takes into account your uniqueness and differences from others in your field
- Feels in alignment with you, in terms of aesthetics, values, priorities, authenticity, communication, and style
- Supports your heartfelt goals and wishes
- Has respect for you and concern for your highest good
- Is offered by someone who acts and speaks in a way that you respect and admire

To build your community, be of service first

So often, folks who are trying to grow their communities reach out to new people by overtly promoting themselves, asking for a job, or sharing information all about their business and what they can sell to you. That’s the wrong way to approach new colleagues, partners, and peers!

To build a true support community that is loyal, engaged, and connected to you, you must first be of service to them. Offer to promote THEIR work, spread the word about their new programs, retweet their tweets on Twitter, interview them for a piece you’re writing, share helpful information that will move them forward. In short, think about how you can authentically support them, and reach out with that goal in mind. But don’t do it as a ruse or a manipulation – if you’re not sincere, it will be obvious and a real turn-off.

As you offer yourself in genuine service, people will think of and remember you as someone who is giving, generous, and has something important to share with the world.

Answer these questions:

1. What can you offer to new colleagues, partners, and supporters that will be of genuine service to them?

2. Who can you reach out to today, to be of service?

MENTORS AND SPONSORS

It's vitally important to your amazing career success to have mentors and sponsors who can support your growth all along the way.

How do you find a mentor or sponsor? Read this great article by Kerry Hannon on Forbes: [How to Find a Mentor](#)

Take the steps Kerry suggests to find both a mentor and a sponsor to help you on your path to amazing career success.

Being Open to "Angels"

Comedienne [Monique Marvez](#) shares her fascinating story of the role of "angels" in her career transformation and breakthrough, in Kathy's book [Breakdown Breakthrough](#) (Chapter 11: Using Real Talents in Life and Work, page 144-5). Her trajectory demonstrates the importance of other people in our lives who believe in and support us unconditionally. These mentors, supporters and facilitators trust in us completely. They see the stunning future version of us, even though we have not yet stepped up to create it. These individuals are nothing short of angels. They love us, nurture us, hold us to higher standards, comfort us in tough times, and offer us the "gentle fire" we need to push forward into the unknown. They have far greater insight and foresight than we do because we're steeped in fear that we'll fail and they are not. Finally, angels act on their great insight in powerful and loving ways.

Angels come to us all the time, ready and able to help. But to make use of their help and move yourself forward, and to attract more angels to support you, you must believe powerfully and resolutely in yourself and be as open as possible. In Monique's

wise words, “Be angel-retentive!” When you do, your angels will help you move mountains.

Your task for today: Think about folks who have offered you some help in the past few months, in terms of furthering and building your career. Have you taken them up on that help? Is there someone you could reach out to today who you know would be helpful? Do it! And keep doing it, all through this exciting new chapter and beyond.

Building your Online Community – LinkedIn, Facebook, Twitter and Blogging

Building your online community is an essential step to creating an amazing career of significance. With [Twitter](#), [LinkedIn](#) and [Facebook](#), you have immensely powerful tools to help you:

1. Gain exposure for your ideas and contributions
2. Connect with exciting, like-minded professionals
3. Learn new tools, techniques, strategies and information that will enhance your career
4. Join and participate in lively and informative discussions that spark new ideas
5. Feel a part of something larger than yourself – a network of fascinating and inspiring people who are pursuing their own individual passions and visions.

While social networks are incredibly helpful, it's important to remember that they aren't going to “do the work” for you – you have to take the essential inner and outer steps to create your amazing career, with these powerful tools to support you! For more about what LinkedIn can and can't do for your career, check out Kathy's Forbes post:

[LinkedIn: Busting 8 Damaging Myths about What Can Do For Your Career](#)

If you need some help determining which social networking platform you'd like to focus on first (and I'd suggest you choose one first and become proficient at it before you tackle the others), check out this great book:

[ME 2.0: 4 Steps to Building Your Future, by Dan Schawbel](#)

Personally speaking, I'm a huge fan of LinkedIn because it has connected me to over 15 million (yes, 15 million!) professionals, as well as generated for me a slew of new speaking gigs, consulting contracts, writing opportunities, clients, corporate training opportunities, and much more. And more importantly, it's given me a global

community of fantastically interesting and talented people to share with and learn from. Again, if you're just getting started on [LinkedIn](#), download my [LinkedIn Primer](#), and don't wait!

STARTING A BLOG

If writing and becoming a thought leader in your area of expertise excites you, explore starting your own blog as well. For me, writing a blog for [Forbes](#), [Huffington Post](#), and now AARP's [Work Reimagined](#) has been total a game-changer, and has helped me build an amazing community of professional women and men committed to creating more success, fulfillment and reward in their professional lives.

To get started, check out this great Forbes post by Allison Cheston:

[How To Blog To Your New Career](#)

You can do it!

CONNECT WITH EMPOWERING WOMEN'S ORGANIZATIONS

Finally, there is a fantastic number of empowering women's organizations around the country designed to help professional women of all walks of life advance in their fields and attain their professional goals. From entrepreneurial startup support, to help for directors and C-level women, to leadership groups that support emerging women leaders and managers, there are hundreds of national women's organizations to choose from.

Just a few of my favorites are:

[85 Broads](#)

[Society of Women Engineers](#)

[New York Women in Communications](#)

[CT Women's Business Development Council](#)

[Hot Mommas Project](#)

[Claudiachan.com](#)

[Tory Johnson's Spark & Hustle](#)

[Savor the Success](#)

[BlogHer](#)

So get out there, join the key organizations that light you up, and connect!

Great job! Thank you for committing yourself fully to a life of passion, power, and purpose, and to doing the work of building an amazing career!

– Kathy Caprino