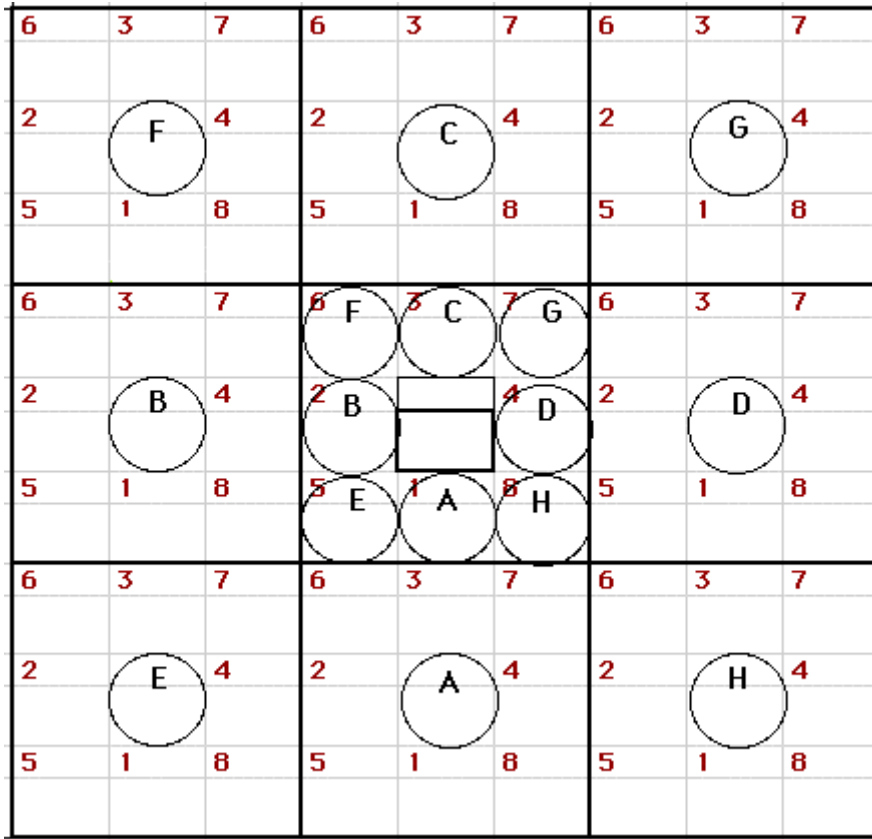


## UNDERSTANDING THE VALUE OF WHO YOU KNOW

The Lotus Blossom Technique is based on an idea developed by Yasou Matsumura for creativity and brain storming new ideas within business. It is similar to some extent to mind mapping.



Put your name in the centre of the lotus grid (flower).

Then think of 8 parallel, related, contrasting or complementary groups of people (networks) related or connected to you – labelled A-H:

- Family
- Friends
- People at the gym or sports clubs, or your hobbies
- Associates from previous organisations
- Suppliers
- Customers
- People through your children's school or activities
- People from your school, college or university
- People you know from daily activities (shop owners etc)
- Connections from LinkedIn



Each of those new groups then becomes the centre of another grid (petal).

Think of every person in that group who you know. These people can become part of your potential career assets:

- What advice can you ask them?
- What knowledge or experience could they share with you?
- Who could they introduce you to?