

THE NETWORK VISIBILITY STARTER KIT

*Map Influence, Unlock Brokers, and
Move Strategy Without a Title or a
Budget*

See the System in 20 Minutes – No Tools Required



July 2025

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Welcome

If you've ever felt like your partnerships are stuck, your messaging isn't landing, or your campaign has momentum gaps you can't explain — the problem might not be the strategy.

It might be the structure behind the scenes.

This mini guide gives you 3 prompts and a simple sketching method to reveal the brokers, bottlenecks, and blind spots in your network — without software, dashboards, or data science.



Why This Matters

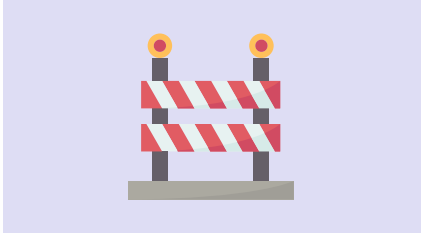
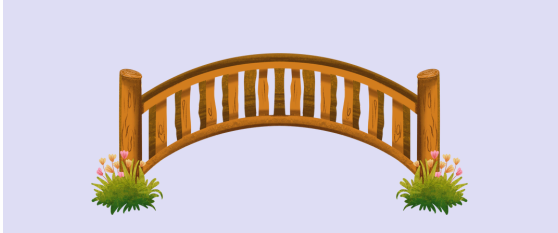
If your strategy isn't landing, it's probably not because your ideas are wrong — it's because they're hitting the wrong part of the system.

You might have the right message, the right partners, or the right data, but if you don't understand the structure of how influence, trust, or decision-making actually move through your ecosystem, you're working harder than you need to.

Most plans assume that strategy moves through roles, titles, or formal reporting lines. But real momentum flows through relationships, informal trust, and quiet brokers, the people who link ideas, build bridges, or remove friction behind the scenes.



Two Approaches to Strategy

| | | |
|-------------------|---|--|
| |  |  |
| Focus | Delivering plans to individuals | Engaging the system around them |
| Assumption | Change moves through roles | Change moves through relationships |
| Risk | Stalls when one person says no | Adapts by finding new routes |
| Result | High effort, unclear return | Lower friction, higher traction |
| | Flat Strategy | Network-Aware Strategy |

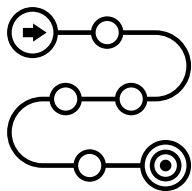
What Network Visibility Unlocks



Spot the people who move things
(not just who attends the meetings)



Identify trust gaps that stall
decisions



See where your influence is landing
— and where it's looping back



Focus your limited time and
resources where they'll actually
shift the system

Step 1:

Start with These 3 Prompts

Answer them alone or with your team:

1

If we had to move a message across our ecosystem in 48 hours, who are the 5 people we'd rely on first?

These are your informal brokers!

2

Who connects groups or departments that don't usually talk — but rarely speaks in big meetings?

Quiet bridges are often the most influential.

3

Where do we lose energy — not because people say no, but because nothing moves?

These may be bottlenecks or trust gaps.



Step 2:

Make a Quick Map

Sketch your system In minutes

Instructions

1. Put yourself or your org at the center.
2. Add key players, partners, funders, or collaborators around It.
3. Draw lines between them based on:
 - Information flow
 - Trust
 - Decision-making power

✦ **Pro tip:** *You don't need to get it perfect — this is about visibility, not precision.*



Step 2:

Make a Quick Map

Use these simple labels to decode your map

Label Key



Connector - Links people or groups that wouldn't otherwise connect



Blocker - Person or process where momentum breaks down



Guide - Trusted voice others turn to for insight or orientation



Blind Spot - Missing person/group who should be part of the network



Loop - A closed circle where the same people or ideas keep recirculating

What to Look For

This is your first systems snapshot.

Ask:

- Who's over-connected and may be overwhelmed?
- Who's under-activated and could be a hidden asset?
- Where are you trying to force strategy through structural friction?



Facilitator Notes

Optional: Use with Your Team

How to Use This Toolkit in a Group Setting

This starter kit works great solo – but it’s even more powerful when used with your team or coalition. Here’s how to bring it into a meeting or workshop.

Suggested Flow (30–45 min Session)

1. Frame the Session (5 min)

“We’re going to map how strategy, trust, and decision-making actually move through our network – not just what’s on paper.”

2. Individual Reflection (10 min)

Each person answers the 3 prompts on their own and sketches their network.



Facilitator Notes

3. Group Mapping & Compare (15–20 min)

Put all sketches side-by-side or build a shared map using sticky notes, whiteboard, or Miro/FigJam.

4. Pattern Spotting & Action Steps (10 min)

Discuss:

- Where is energy getting stuck?
- Who are the bridges no one is activating?
- What patterns surprise you?

What to Listen For

- *“We always go to [X], but we never get momentum.”*
- *“I didn’t realize how central [Y] actually is.”*
- *“No one mentioned [Z] – are we missing someone?”*



Space for Notes or Sketches



Want to Go Further?

Not all connectors are the same. Some build bridges, others control access, and some quietly shape the narrative.

In our advanced toolkit and custom analysis, we identify key broker types that influence flow, trust, and outcomes in your network.

The full C4C Network Strategy Toolkit gives you:

- Plug-and-play templates
- AI prompt sets
- Outreach scripts
- CTA examples
- A roadmap from map → momentum

★ \$19 Download

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Questions or feedback?

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