

## Political Savvy

### Heat Map Exercise

I want you to think about your entire law firm. We are going to develop a heat map of people that can pave the way for you OR hinder your ascension. Then we're going to categorize them as having a relationship or not. This will give you a snapshot view of who knows you, who doesn't and most importantly, who can help you. Do not, for one second think this is only people above you in the hierarchy. It is everyone, including paralegal, support staff, janitors, partners, leadership, marketing. Every single person at your firm has influence which you don't know about. The receptionist may be friends with a senior partner and if you treat her badly, she relays that to her senior partner friend. People WILL talk about you; you dictate what they say.

| In Your Physical Office |       |                           |                 |                |
|-------------------------|-------|---------------------------|-----------------|----------------|
| Name                    | Title | Practice Area or Position | Do They Know Me | Do I Know Them |
|                         |       |                           |                 |                |

| Satellite Office Within Firm |       |                           |                 |                |
|------------------------------|-------|---------------------------|-----------------|----------------|
| Name                         | Title | Practice Area or Position | Do They Know Me | Do I Know Them |
|                              |       |                           |                 |                |

(See Appendix for more Heat Map pages)

| HEAT MAP - In Your Physical Office |       |                              |                    |                   |
|------------------------------------|-------|------------------------------|--------------------|-------------------|
| Name                               | Title | Practice Area<br>or Position | Do They<br>Know Me | Do I Know<br>Them |
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### HEAT MAP - In Your Physical Office

| Name | Title | Practice Area<br>or Position | Do They<br>Know Me | Do I Know<br>Them |
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| HEAT MAP - Satellite Office Within Firm |       |                              |                    |                   |
|---|-------|------------------------------|--------------------|-------------------|
| Name                                    | Title | Practice Area<br>or Position | Do They<br>Know Me | Do I Know<br>Them |
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