



Capacity Building
Solutions



NETWORKING & REFERRAL BEST PRACTICES ASSESSMENT

INTRODUCTION

Networking is often misunderstood as simply exchanging business cards or adding new contacts online, but in truth it is much more meaningful. Strong networks are built with care, generosity, and consistency. They are cultivated over time and become powerful sources of opportunity, insight, and support. This assessment is designed to help you take an honest look at your current networking and referral practices.

By reflecting on each area, you can see where your strengths lie and where you may need to improve. The goal is not perfection but progress. Use this tool to spark awareness, guide your development, and create practical next steps. When approached intentionally, networking becomes less about transactions and more about building a community that grows with you.



Rating Scale

For each statement, rate yourself using this scale:

1 = Strongly Disagree | 2 = Disagree | 3 = Neutral | 4 = Agree | 5 = Strongly Agree

Foundations of Networking

1 = Strongly Disagree | 2 = Disagree | 3 = Neutral | 4 = Agree | 5 = Strongly Agree

Question	Score (1-5)
I see networking as a long-term investment, not just casual connections.	
I intentionally seek out people with different perspectives, industries, and backgrounds.	
I know who the key connectors and influencers are in my circle.	
I push myself to build relationships outside my comfort zone.	
I focus on creating value for others, not just for myself.	



Do's and Don'ts in Action

1 = Strongly Disagree | 2 = Disagree | 3 = Neutral | 4 = Agree | 5 = Strongly Agree

Question	Score (1-5)
I look for ways to help first before asking for help.	
I prepare before events by knowing who I want to meet and why.	
I follow up quickly (within a day or two) after meeting someone new.	
I focus on a few meaningful relationships rather than collecting business cards.	
I connect people with each other when I see opportunities.	
I keep my promises and follow through on commitments.	
I show genuine appreciation when people help or refer me.	

Building My Network

1 = Strongly Disagree | 2 = Disagree | 3 = Neutral | 4 = Agree | 5 = Strongly Agree

Question	Score (1-5)
I regularly review my network to see what's strong and what's missing.	
I have champions, connectors, and rising stars in my circle.	
I reconnect with people I haven't spoken to in a while.	
I build stronger ties through shared activities (projects, volunteering, groups).	
I look for "super-connectors" who can open new doors.	

Referrals

1 = Strongly Disagree | 2 = Disagree | 3 = Neutral | 4 = Agree | 5 = Strongly Agree

Question	Score (1-5)
I deliver consistently excellent work so others feel confident referring me.	
I ask for referrals at the right time, when people are most satisfied.	
I make my referral requests clear and specific	
I always thank people who refer me, whether it leads to business or not.	
I give referrals to others when I can.	
I track and measure my referral results.	

Digital Networking

1 = Strongly Disagree | 2 = Disagree | 3 = Neutral | 4 = Agree | 5 = Strongly Agree

Question	Score (1-5)
My online profile (LinkedIn or other platforms) is up to date and professional.	
I regularly share useful content or insights online.	
I engage thoughtfully with other people's posts and updates.	
I use digital tools to stay in touch, but balance them with personal conversations.	
I look for chances to move online connections into real conversations.	

Relationship Maintenance

1 = Strongly Disagree | 2 = Disagree | 3 = Neutral | 4 = Agree | 5 = Strongly Agree

Question	Score (1-5)
I reach out within 24 hours after meeting someone new.	
I stay in touch regularly with my most important contacts.	
I celebrate milestones (promotions, birthdays, achievements).	
I use tools or reminders to help me manage follow-ups.	
I adapt how I connect based on each person's preferences.	

Measuring My Results

1 = Strongly Disagree | 2 = Disagree | 3 = Neutral | 4 = Agree | 5 = Strongly Agree

Question	Score (1-5)
I track the tangible results of networking (new clients, revenue, partnerships).	
I also pay attention to intangibles (trust, visibility, influence).	
I review my networking efforts every quarter or year.	
I adjust my approach based on what's working and what's not.	



Personal Style & Authenticity

1 = Strongly Disagree | 2 = Disagree | 3 = Neutral | 4 = Agree | 5 = Strongly Agree

Question	Score (1-5)
I can clearly and simply explain who I am and what I do.	
I connect my personal passions with networking opportunities.	
My networking style feels natural and true to me.	
I balance building new relationships with deepening existing ones.	
I both mentor others and look for mentors myself.	
I think long-term about relationships, not just quick wins.	

Section Averages

Average Score Range	Interpretation
4.5 – 5.0	Excellent: Very strong, consistent practices. You are highly intentional and effective.
3.5 – 4.4	Good: Solid practices, with a few areas for refinement.
2.5 – 3.4	Fair: Some habits in place, but improvement is needed for consistency and impact.
1.0 – 2.4	Low: Significant gaps that may hold you back. Focus on strengthening core practices.

Total Score (Corrected)

Total Score Range	Interpretation
190 – 215	Excellent: Very strong, consistent practices. You are highly intentional and effective.
150 – 189	Good: Solid practices, with a few areas for refinement.
110 – 149	Fair: Some habits in place, but improvement is needed for consistency and impact.
43 – 109	Low: Significant gaps that may hold you back. Focus on strengthening core practices.



Open-Ended Questions

Use the space below to reflect more deeply:

Question

What parts of networking come most naturally to me?

Your Response

Question

Where do I need the most improvement?

Your Response

Question

Who in my network should I reconnect with right now?

Your Response

Question

How can I make networking feel more authentic and less forced?

Your Response
