

SOCIAL RELATIONSHIP FORMULA

$$\begin{array}{c} (\text{Create} + \text{Sustain})^2 \\ - \\ \text{Leverage} \\ = \\ \text{Social Capital} \end{array}$$

A way to think tactically about the how of building and maintaining a relationship. Use it to evaluate the overall status of a relationship and how it fits into your network ecosystem.

CREATE

This is the early stage of a relationship, or it may also be a relationship that isn't yet built.

SUSTAIN

This is where a decision is made to go deeper into developing the relationship.

LEVERAGE

To leverage a relationship is to master the ask.