# Maximizing Connections Matrix Strategies (Exercise 9)

**Purpose:** To prepare you to successfully execute network connection strategies

**Method:** In each quadrant, suggest 3 things you must do to be successful when using this connection strategy. At the bottom of each quadrant identify a type of organization/person where this strategy would work best (below the dotted line) .

|  | Strong | **Depth** | **Abundance** |
|---|---|---|---|
| **Intensity** |  | ................................. | ................................. |
|  | Weak | **Simplicity** | **Reach** |
|  |  | ................................. | ................................. |

**Number**

Few ..................................................................... Many