

# BEST PRACTICES FOR RECIPROCITY

Sometimes, failing to reciprocate is not as blatant as Kevin's example. Instead, poor reciprocity can be much more subtle - and we might not even realize we're doing it! However, there are a few key practices you can implement to make sure that you remain on even ground with your network connections.

## Keep a Favors Spreadsheet

You do something for a connection? Your connection does something for you? Mark it down. Keeping track of who you owe favors to and vice versa can help you know who to reach out to when you need something done and who you need to respond to.



## Potential Favors List

List the potential favors you could provide and inform connections who help you of what you are available to help them with.

## Formally Thank People

Always formally and frankly thank people for their help after a favor. Follow up and let them know how much they helped you. Let them know that they can reach out to you if they need something done.



With reciprocity, you will retain your network connections and give back to those who help you. Always practice the R of R.I.S.K. - you'll definitely see returns.