

The Alliance Map

Five Key Relationships — Chapter 10 Play

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The solo operator needs five types of allies. Not all five need to be strong simultaneously—but knowing who fills each role (and where the gaps are) determines your strategic capacity. Update quarterly. Relationships shift with initiatives.

CURRENT ALLIANCE MAP

DATE OF ASSESSMENT

1. THE CHAMPION

Someone with positional authority to provide air cover. They don't need to understand AI deeply—they need to trust you and be willing to spend political capital.

NAME & ROLE

STRENGTH OF RELATIONSHIP (1-5)

WHAT THEY NEED FROM YOU

2. THE FIRST FOLLOWER

The person closest to adopting your work. Already curious, already engaged, already asking questions. Nurture as a partner, not a subordinate.

NAME & ROLE

CURRENT ENGAGEMENT LEVEL

NEXT STEP TO DEEPEN

3. THE BRIDGE

Someone who moves between departments and carries information informally. Often an EA, a PM, or a long-tenured employee with deep relationships.

NAME & ROLE

INTEL THEY'VE SHARED

4. THE BENEFICIARY

The person or team most immediately helped by your current initiative. Their testimonial is your most powerful sales asset.

NAME / TEAM

SPECIFIC IMPACT THEY'VE EXPERIENCED

5. THE EXTERNAL ALLY

Someone outside the organization who understands this role. Another solo practitioner, a mentor, a community member.

NAME / COMMUNITY

HOW YOU STAY CONNECTED
