



DOGSLED LEADER

THE DOGSLED LEADERSHIP FRAMEWORK

WHO IS PULLING YOUR SLED?

by Adam C. Jones

COMPANION WORKBOOK

Reflections, Exercises & Action Plans for Every Chapter

This workbook belongs to:

Started on: _____ *Completed on:* _____

A free companion resource from Adam C. Jones · www.dogsledleader.com

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How to Use This Workbook

This is your personal companion to *Who Is Pulling Your Sled?* by Adam C. Jones. It's built to help you move from understanding the Dogsled Leadership Framework to actively applying it in your career; one relationship, one conversation, one deliberate step at a time.

Every prompt, exercise, and action step here is pulled directly from the corresponding chapter of the book. Read the chapter first, then work through its section here while the ideas are fresh.

HOW TO SAVE YOUR WORK

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A few suggestions before you begin

- Work through each section after finishing its matching chapter, not all at once.
- Be specific. Vague answers produce vague results. Push past your first instinct on every prompt.
- Revisit your Four Ps Assessment at least once or twice a year. This workbook is designed to grow with you.
- Share your work with someone you trust: a Wheel Dog who can give you honest feedback on what you've written.
- Don't wait for perfect clarity before you begin. Start with what you know, and refine as you go.

"The goal isn't perfection but sufficient clarity to engage your network meaningfully." — Who Is Pulling Your Sled?

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The Musher

Leading Yourself Through Purpose, Passion, Price & Perspective

The Musher is you. Before you can direct anyone else in your network, you must be clear about where you are going and why it matters.

SELF-REFLECTION QUESTIONS

Self-Awareness Assessment

Can you clearly articulate your Purpose and why your career path matters beyond money or status?

What activities genuinely energize you (Passion) versus what you think you should be passionate about?

What Price are you realistically willing to pay for your stated career goals — and is that price aligned with the path you're pursuing?

How has your Perspective on your career evolved over the past couple of years?

Direction & Communication

When someone asks, “How can I help you?” do you have a clear, specific answer ready?

Could you tell your Lead Dogs exactly which doors you need opened right now?

Do your Guide Dogs know what areas you're actively working to develop, and why those areas matter to your goals?

Strategic Effectiveness

Are you proactively creating opportunities, or simply reacting to whatever presents itself?

How often do you confuse activity (networking, meetings, visibility) with real progress toward your goals?

Ownership & Accountability

What would you be willing to do even if you weren't getting paid for it?

Do you take full ownership of your career direction, or are you waiting for someone else to tell you what to do next?

PRACTICAL EXERCISES

Exercise 1 — The Four Ps Assessment

Complete each statement as specifically as possible. Resist the urge to write what sounds good — write what is true.

Purpose: I believe I'm designed to...

Passion: The work that gets me most excited is...

Price: To achieve my career goals, I'm willing to sacrifice...

Perspective: Given my current situation and career stage, my priority is...

Exercise 2 — The Elevator Pitch Test

Practice explaining your career direction in three different timeframes.

Thirty seconds — what you want and why:

Two minutes — your background, goals, and how someone could help:

Five minutes — your full story: Purpose, Passion, and long-term vision:

Exercise 3 — The “Would I Do This for Free?” Test

For each area you're considering as a career focus, answer honestly.

If money weren't the object, would I do this work?

Does this energize me or drain me?

Is it something that is rewarding or that I want to get good at?

Would I still want to be doing some version of this work three to five years from now?

ACTION STEPS

Step 1 — Complete Your Four Ps Assessment

- ☐ Set aside two hours annually or biannually for deep reflection on Purpose, Passion, Price, and Perspective.
- ☐ Write your initial thoughts, knowing they don't have to be perfect.
- ☐ Share your assessment with a trusted advisor for feedback.

Step 2 — Say What You Want

- ☐ Practice explaining your career direction to three people.
- ☐ Ask for feedback on clarity and specificity.
- ☐ Refine your message based on their input.

Step 3 — Audit Your Current Relationships

- ☐ List all your professional relationships by sled position.
- ☐ Identify gaps where you need stronger relationships.
- ☐ Note which relationships you've been underutilizing.

Step 4 — Create Your Network Activation Plan

- ☐ Choose five key relationships to strengthen or activate.
- ☐ Develop specific asks for each person.
- ☐ Schedule outreach conversations.

Step 5 — Reassess & Adjust

- ☐ Review your Four Ps and adjust as needed.
- ☐ Track progress on your network activation efforts.
- ☐ Celebrate wins and learn from setbacks.

NOTES

Chapter 1 — The Musher — space for anything else on your mind.

The Lead Dog

Decision-Makers Who Open Doors to Opportunity

Lead Dogs are the decision-makers who open doors, provide visibility, and grant access to career-advancing opportunities.

SELF-REFLECTION QUESTIONS

Relationship Assessment

Who are the Lead Dogs currently in your professional network?

How would you describe the quality and effectiveness of these relationships?

What opportunities have you missed due to inadequate preparation?

Strategic Approach

How do you typically approach senior leaders in your organization?

Are you prepared with specific, strategic asks when opportunities arise?

Value & Development

What unique insights or capabilities do you bring that Lead Dogs would find valuable?

How are you building the expertise and strategic thinking skills that Lead Dogs would respect?

PRACTICAL EXERCISES

Exercise 1 — Lead Dog Identification (30 minutes)

List ten senior leaders in your current or previous organization:

Identify five industry leaders you admire:

Research three leaders in companies you'd like to work for. Note their priorities, challenges, how you might provide value, and your pathway to meeting them:

Exercise 2 — Value Proposition Development (45 minutes)

For your top three Lead Dogs from Exercise 1: research their recent interviews or content, identify 2–3 challenges they've mentioned, and develop a 30-second elevator pitch for each.

Lead Dog 1:

Lead Dog 2:

Lead Dog 3:

Exercise 3 — Communication Calendar *(20 minutes)*

Exercise 4 — First Meeting Simulation *(60 minutes)*

ACTION STEPS

Step 1 — Assess & Research

- ☐ Complete the Lead Dog Identification exercise; identify your top five potential Lead Dogs.
- ☐ Evaluate your current network for balance and gaps.

Step 2 — Prepare & Plan

- ☐ Develop value propositions for your top three Lead Dogs.
- ☐ Prepare thoughtful questions about their challenges.
- ☐ Seek a warm introduction wherever possible.

Step 3 — Engage

- ☐ Reach out to one potential Lead Dog with a specific, well-researched ask.
- ☐ Set a communication cadence for existing Lead Dog relationships.
- ☐ Follow up on their initiatives, not just your own.

NOTES

Chapter 2 — The Lead Dog — space for anything else on your mind.

The Guide Dog

Coaches, Mentors, Advocates & Champions

Guide Dogs provide ongoing support, not just occasional breakthroughs. Coaches develop your skills, mentors offer perspective, advocates speak up for you, and champions leverage their influence on your behalf.

PRACTICAL EXERCISES

Exercise 1 — Guide Dog Mapping

Create a chart with four columns: Coaches, Mentors, Advocates, Champions. Under each, list current relationships, gaps, potential people, and the value you could offer.

Category	Current Relationships / Gaps / Potential People
Coaches	
Mentors	
Advocates	
Champions	

Exercise 2 — The Perfect Ask

For each Guide Dog category, write your ideal “ask.” What would you say if someone in that role asked, “How can I help you?”

Exercise 3 — Value Proposition Development

Exercise 4 — Communication Audit

ACTION STEPS

Step 1 — Assess & Plan

- ☐ Complete the Guide Dog Mapping exercise.
- ☐ Identify your three biggest career development needs.
- ☐ Research five potential Guide Dogs who could address these needs.
- ☐ Draft your value propositions for each potential relationship.

Step 2 — Make the Initial Outreach

- ☐ Reach out to one potential Guide Dog with a specific, well-researched request.
- ☐ Schedule follow-up conversations with existing Guide Dogs you've been neglecting.
- ☐ Prepare a standard “update template” you can use to keep Guide Dogs informed.

Step 3 — Build the Relationship

- ☐ Have meaningful conversations with at least three Guide Dogs.
- ☐ Implement a system for tracking your Guide Dog relationships and communication.
- ☐ Look for opportunities to add value to your Guide Dogs' work or goals.
- ☐ Establish regular communication schedules with your most important Guide Dogs.

Ongoing — Relationship Management

- ☐ Send quarterly updates to all Guide Dogs about your progress and goals.
- ☐ Seek specific advice or support from different Guide Dogs based on current challenges.

SELF-REFLECTION QUESTIONS

Relationship Assessment

Which type of Guide Dog relationship do you most need to develop right now?

How effectively are you leveraging your existing Guide Dog relationships?

Value & Contribution

What unique value can you offer to potential Guide Dogs?

Communication & Engagement

When was the last time you proactively updated your Guide Dogs on your progress?

Strategic Development

Where do you want your career to be in two years, and what would a Guide Dog do to help you get there?

NOTES

Chapter 3 — The Guide Dog — space for anything else on your mind.

The Team Dog

Growing with Your Colleagues & Peers

Team Dog relationships are built on growing together. The peer struggling beside you today may become the hiring manager, department head, or industry leader of tomorrow.

PRACTICAL EXERCISES

Exercise 1 — Team Dog Inventory

List current colleagues, former colleagues, professional-development contacts, conference contacts, and alumni. Rate the strength of each relationship and note when you last connected.

Exercise 2 — Relationship Audit

For your top ten Team Dog relationships, assess frequency of contact, mutual value, and how the relationship has evolved.

Exercise 3 — Outreach Planning

Choose five Team Dogs you haven't spoken with in the past three months. Research their situation, identify something specific to offer, and craft a personalized message.

Team Dog 1:

Team Dog 2:

Team Dog 3:

Team Dog 4:

Team Dog 5:

ACTION STEPS

Immediate (This Week)

- ☐ Complete the Team Dog Inventory exercise.
- ☐ Reach out to three Team Dogs you haven't contacted recently.
- ☐ Join one professional group or association where you can meet peers.

Short-Term (Next Month)

- ☐ Establish a regular communication schedule with your top ten Team Dogs.
- ☐ Attend one networking event focused on meeting peers, not senior leaders.

Medium-Term (Next Quarter)

- ☐ Initiate a collaborative opportunity with one or more Team Dogs.
- ☐ Create a system for tracking and maintaining Team Dog relationships.

Long-Term (Next Year)

- ☐ Evaluate the evolution of your Team Dog relationships and their impact on your career.
- ☐ Begin identifying the next generation of Team Dogs as you advance.

SELF-REFLECTION QUESTIONS

Relationship Assessment

Who are the Team Dogs in your current professional network, and how strong are these relationships?

Balance & Reciprocity

What value do you consistently provide to your peer relationships? Are you being a good Team Dog to others?

Long-Term Perspective

Think back a couple of years. Which of your then-peers have advanced significantly? How could those relationships benefit you today if you'd maintained them?

NOTES

Chapter 4 — The Team Dog — space for anything else on your mind.

The Wheel Dog

Your Foundation of Trusted Support

Wheel Dogs are the heavy lifters of your career sled; the emotional support and practical assistance that keep you stable, grounded, and able to take professional risks. They are supporters, not drivers.

PRACTICAL EXERCISES

Exercise 1 — Wheel Dog Audit

List 5–10 people who provide unconditional support. Categorize as Personal or Professional, and rate the balance.

Exercise 2 — Appreciation Assessment

Exercise 3 — Communication Pattern Analysis

Track your conversations with Wheel Dogs for one week. How much time is spent venting vs. problem-solving?

Exercise 4 — Professional Wheel Dog Development

ACTION STEPS

Step 1 — Audit & Appreciate

- ☐ Complete the Wheel Dog Audit exercise.
- ☐ Send personal thank-you notes to your top three Wheel Dogs.
- ☐ Schedule informal check-ins with two to three professional Wheel Dogs.

Step 2 — Assess Balance

- ☐ Evaluate whether you're over-relying on Wheel Dog support.
- ☐ Identify gaps in other parts of your career sled.
- ☐ Set goals for building Wheel Dog relationships.

Step 3 — Focus on Reciprocity

- ☐ Find specific ways to support each of your Wheel Dogs.
- ☐ Offer help to the administrative staff you interact with regularly.
- ☐ Celebrate a Wheel Dog's achievement publicly.

Step 4 — Set Boundaries

- ☐ Practice asking for specific types of support (“I need advice” vs. “I need to vent”).
- ☐ Limit complaint sessions to include problem-solving discussions.
- ☐ Create personal and professional boundaries where appropriate.

Step 5 — Maintain Relationships

- ☐ Check in with personal Wheel Dogs about their goals and challenges.
- ☐ Look for opportunities to advocate for professional Wheel Dogs.
- ☐ Assess the health and balance of these relationships.

SELF-REFLECTION QUESTIONS

Who in your life truly knows your authentic self, including your fears and dreams?

Which relationships provide unconditional support vs. conditional advancement opportunities?

NOTES

Chapter 5 — The Wheel Dog — space for anything else on your mind.

The Trail

Your Complete Sled Strategy & Action Plan

The Trail is the intentional alignment of every relationship in your sled toward a clear destination. Building strategically means moving through three phases: foundation, expansion, and integration.

THE COMPLETE DOGSLED FRAMEWORK — AT A GLANCE

Role	What They Provide
Musher (You)	Direction — Purpose, Passion, Price, Perspective
Lead Dogs	Opportunity — doors opened, visibility, access
Guide Dogs	Development — coaching, mentoring, advocacy, championing
Team Dogs	Collaboration — peer support and shared growth
Wheel Dogs	Foundation — emotional support and stability

Step 1 — Assess & Plan

- ☐ Complete a Sled Assessment.
- ☐ Identify your top three sled gaps.
- ☐ Clarify or refine your Four Ps.
- ☐ Create a relationship development plan.

Step 2 — Build Your Foundation

- ☐ Strengthen existing Wheel Dog relationships.
- ☐ Reconnect with dormant Team Dog connections.
- ☐ Practice articulating your career direction.

Step 3 — Expand Strategically

- ☐ Identify and approach potential Guide Dogs.
- ☐ Research key Lead Dogs in your field.
- ☐ Look for opportunities to add value to existing relationships.

Step 4 — Activate Your Network

- ☐ Make specific asks of your Guide Dogs.
- ☐ Seek introductions to Lead Dogs.
- ☐ Initiate collaborative projects with Team Dogs.

Step 5 — Integrate and Grow

- ☐ Coordinate activities across your network.
- ☐ Position yourself as a valuable connector.
- ☐ Regularly assess and adjust your strategy.

Quarterly Sled Review

Every three months, assess the health of your relationships across all categories.

Which relationships have grown stronger? Which have faded despite your intentions?

Where are the gaps — a Guide Dog you haven't connected with, a Team Dog you've taken for granted, a Wheel Dog you've neglected?

Annual Sled Evolution

At least once a year, revisit your Four Ps and assess how your relationship strategy should shift.

Has your Purpose, Passion, Price, or Perspective changed over the past year? How?

Relationship Metrics

Number of meaningful professional relationships in each category

Are you prioritizing depth over volume?

☐	☐	☐	☐	☐	☐	☐	☐	☐	☐
1	2	3	4	5	6	7	8	9	10

Frequency of communication with key relationships

Are you consistently engaging, not just reaching out in crisis?

☐	☐	☐	☐	☐	☐	☐	☐	☐	☐
1	2	3	4	5	6	7	8	9	10

Quality of mutual value exchange

Are you both benefiting, or is it one-sided?

☐	☐	☐	☐	☐	☐	☐	☐	☐	☐
1	2	3	4	5	6	7	8	9	10

Opportunity Metrics

Number of opportunities that come through your network

Are they coming from connections, not just job boards?

☐	☐	☐	☐	☐	☐	☐	☐	☐	☐
1	2	3	4	5	6	7	8	9	10

Speed of response when you need specific help or information

Can you get answers quickly?

☐	☐	☐	☐	☐	☐	☐	☐	☐	☐
1	2	3	4	5	6	7	8	9	10

Ability to help others through your connections

Are you positioned to create value?

☐	☐	☐	☐	☐	☐	☐	☐	☐	☐
1	2	3	4	5	6	7	8	9	10

Career Metrics

Progress toward your stated career goals

Are you moving in your intended direction?

☐	☐	☐	☐	☐	☐	☐	☐	☐	☐
1	2	3	4	5	6	7	8	9	10

Expanded responsibility and influence

Is your impact growing?

☐	☐	☐	☐	☐	☐	☐	☐	☐	☐
1	2	3	4	5	6	7	8	9	10

Recognition and advancement opportunities

Are people noticing your contributions?

☐	☐	☐	☐	☐	☐	☐	☐	☐	☐
1	2	3	4	5	6	7	8	9	10

Personal Metrics

Confidence in your professional relationships

Do you feel secure in your network?

☐	☐	☐	☐	☐	☐	☐	☐	☐	☐
1	2	3	4	5	6	7	8	9	10

Satisfaction with your career direction

Are you energized by where you're headed?

☐	☐	☐	☐	☐	☐	☐	☐	☐	☐
1	2	3	4	5	6	7	8	9	10

Sense of contribution to others' success

Are you helping others advance?

☐	☐	☐	☐	☐	☐	☐	☐	☐	☐
1	2	3	4	5	6	7	8	9	10

NOTES

Chapter 6 — The Trail — space for anything else on your mind.

CLOSING REFLECTION

"Your career sled is only as strong as the relationships that pull it forward. Build them thoughtfully. Maintain them consistently. Lead them purposefully." — Who Is Pulling Your Sled?

What is the one relationship you will strengthen this week?

What is the one door you will walk through, now that your sled is ready?

Your sled team is waiting. Keep pulling.