



# What's Your Impact?

Measure your impact using the formula that Chris Brogan and Julien Smith present in their new book, *The Impact Equation*. Rate yourself on all 6 dimensions on a scale of 1-10. Then plot your performance as dots on the appropriate axis. Finally, join the dots together to form a 6-sided polygon. This “radar chart” will show you where you’re doing well, and where you need to do more work. Ideally, you should rate high on all 6 dimensions.

$$C \times (R+E+A+T+E)$$

