

## Pulsetakers

The eyes of the world are on you—and you don't even know they are looking.

Pulsetakers may:

- have an affiliation with an organization, such as Proudful Belongers and Active Supporters
- as Matchseekers, be considering an affiliation as a student or an employee
- have no relationship with the organization, but are monitoring its activities and progress in general or, more specifically, want to see if organization is following up on commitments and keeping its promises
- be your peers
- are *definitely* your competition

They are:

- seeking *up-to-date* information
  - monitoring organization's news
  - expecting information sources to be updated when there are major developments
  - staying connected in ways that are *convenient* to them
  - checking multiple sources
  - using different monitoring strategies
  - digging deeper for information, if necessary
  - talking to people inside and outside the organization to find out what is going on
- testing your organization
  - experiencing it firsthand, or by using organization's services ("Act like a customer to find out information.")
  - evaluating whether organization's opportunities and activities match my interests and values
  - attending events
  - "joining" to keep updated on what's happening within the organization
- comparing you with your competition
  - benchmarking against other institutions
  - monitoring aspirant and peer organizations