

Who you are	Who you are	What you know	What you know	Who you know	Who you know	Where you are	Where you are
Values (top five)		Knowledge through education		Professional networks		The room you're sitting in	
Tastes and preferences		Knowledge from your work		School networks		Your place of employment	
Passions		Knowledge from your life		Neighbors and friends		Your neighborhood	
Hobbies		Continuing education/ interests		Serendipitous encounters		Your city	
Interests		Informal learning		Strangers in your life		Your favorite spot	