

# NETWORKING



"The way of the world is meeting people through other people."

Robert Kerrigan

## INTRODUCTION

Networking is a means of gaining access to skilled, influential people directly and indirectly through a network of colleagues, or friends. Good networking builds trusted relationships at a deep level with people you meet (and are yet to meet). It is both the giving, as well as, the receiving of help, advice, and knowledge. It is about developing a reputation as someone worth knowing.

Networking is the conscious non-selfish act of widening your circle of contacts for business or social reasons

## INITIAL APPROACHES

Attend Seminars conferences and seminars of interest. Meet the other attendees too.

Join.. Business clubs / Associations meet like minded people

Give presentations to others with an interest in your topic. Or, attendance at other presentations of interest to you.

## GUIDELINES

Meet people! Engage with them!

Understand what people do, what they need. Have compassion for their business and social lives.

Identify gaps in your network and seek ways to fill them.

Ensure you can and do explain who you are, simply - not just in business terms but also socially & personally.

Exchange contact details (name cards).

The day after meeting someone new, send an email thanking the new contact for their time.

Frequently contact your network. Set time aside to do this.

When your network is very large contact it through a posted or emailed newsletter.

Put your network in touch with others proactively.

Give, do not just take. Avoid takers.

Be pro-active in establishing contacts, and sharing knowledge.

Be useful to others.

Don't let people down.

Stay in touch, even if its through a phone call that starts "I'm calling for no reason other than I was just wondering how you are..."

Contact us for a no obligation discussion about your company's business processes and information systems; & how Jejo can help to improve it.