



Top 10 Effective Networking Tips & Techniques

In essence, networking is getting to know people and make positive connections with them in order to develop your career prospects. You don't have to be a famous figure in your field or a raging extrovert or one of the most outgoing people in the world to network effectively.

- 1. First impressions last** – it doesn't matter whether you're networking face-to-face, via email (through, for example, linkedin) or telephone, always stay and sound sharp and project yourself as both intelligent and professional.
- 2. Don't ask directly for a job** – networking is not a career or job fair; it is a great opportunity to gather potentially useful knowledge and information on an influential individual within a particular organisation or in a particular subject matter area.
- 3. Be prepared to give and take** – networking is a two-way exchange between individuals. There's no such thing as a free lunch or event; it's an opportunity to play the 'you scratch my back, I can scratch yours card'.
- 4. Look for interesting people** – at networking events, look for 'interesting' people and V.I.P. yourself. The difference between TRY and TRIUMPH is a little OOMPH.
- 5. Listen actively to those you are networking with** – to listen well is as powerful as means of influence as to talk well. Also, show that you are listening non-verbally, by feeling strong and centred when using positive body language.
- 6. Do the groundwork** – research your contacts before you meet them and always follow up good leads as quickly as you can. Also, take the time to practice your elevator pitch. When you are not practicing, remember, someone somewhere is practicing, and when you meet them they will win.
- 7. Wear different creativity hats and think laterally** – try to expand your network outwards and beyond your comfort zone or usual sphere of influence or control.
- 8. Be patient, it is a great virtue** – getting involved in networking means being there for the long-term as you develop the relationships. Not all of them will make a flying start. Don't expect to land your dream job or assignment at your first networking meeting.
- 9. Build a sound database of contacts** – keep records of who you meet, collate your business cards and enter this information into the database and the notes on the conversations that you have had – there is absolutely no point in building a network of contacts that you then forget or file away all the business cards.
- 10. Go online** – the Internet has made networking a database in itself, especially sites such as [linkedin](#) and other social networking sites such as [Facebook](#) and [Twitter](#). This is available for everyone and there are so many groups and forums which enable business people to share and discuss best-practice, top tips, views and knowledge, which you can leverage.

For more information and development in this area, have a look at the Networking Skills For Professionals Workshop in the Personal Development section of the website and brochure.