

NETWORKING AND RELATIONSHIP BUILDING

Professional Development in your Pocket

"The currency of real networking is not greed but generosity."
- Keith Ferrazzi

You've probably heard, Porter Gales' quote, "Your network is your net worth." Gale is not far from the truth. Effective networking and relationship-building are essential to creating many of the connections that drive career growth.

Master the art of networking, and you'll create a professional ecosystem that supports your goals and enhances your impact - and allows you to do the same for others.



Networking Fast Five

1. **Quality trumps quantity in networking.** Deep, mutually beneficial relationships are more valuable than a large number of superficial contacts.
2. **Authentic relationships are built on mutual value.** Successful networking means giving and receiving.
3. **Active listening is key to meaningful connections.** During conversations, pay full attention, and show genuine interest.
4. **Follow-up is crucial for relationship maintenance.** Send thank-you notes, share relevant articles or schedule periodic check-ins to keep relationships alive and growing.
5. **Diversity in your network broadens your perspective.** Cultivate relationships with people from various industries, backgrounds and expertise levels.

Solutions in a Snap

- Use the "give-before-you-ask" principle. Look for ways to offer value before seeking favors.
- Practice remembering names and key details about contacts. Use mnemonic devices or repetition to remember names. Take notes after meetings to recall important details about your new connections.

Action Item

Reach out to three people in your network you haven't connected with in a while. Schedule a coffee chat or virtual meeting to reconnect and explore how you might support each other's current goals.