

Networking How To's

Staff

Job security still exists. Surprised? It does but individuals need to take responsibility to establish and maintain that security for themselves as companies are doing it less and less. That fact applies not only to those we are helping, but to ourselves as well.

One of the best security measures individuals can take is to establish and maintain a vibrant network. Here are some pointers to make your networking more effective.

- When you meet someone, start by finding out by asking their name and what they do. What you listen for is how you can help them do their job better.
- When asked about what you do, be prepared. Have a little 30 second infomercial that tells the individual what you do, the clients you serve, and what you are looking for. The 'what you are looking for' portion is very important. It is only when people know what you want and you know what they want, that you can help each other.
- Ask for a business card. After you are done speaking with them, make a few notes on the back to remind you what they do and what they need. If you meet lots of people, you will forget what each is looking for.
- A few days after the event, call or send each person a quick email to reestablish connection.
- Look for an opportunity to help people. When you send some one a contact or piece of needed information, they will go out of their way to do the same for you. The more you give the more you will get back.

At the beginning networking can be tough. But if you understand what you are looking for and how you can help others, the task becomes much easier.