



NETWORKING TIPS FOR TODAY'S TURBULENT TIMES

Yes, it's bumpy out here. Yes, uncertainty creates anxiety, but networking is not dead. Today, right now, it's even more critical than ever before. Yes, more people are looking, yet business needs always emerge and exist: perhaps in new places, but they exist. So, these tips are based on what networking really is: your curiosity about other's needs, not just solving your own. Relationships, not price points, make the world go around.

1. No matter what, people like to help others.
2. Don't do an "elevator pitch" Find your story and share it.
3. Interested people are interesting: become curious about others.
4. Put on your curiosity hat, and no, you don't have to become an extrovert!
5. You never know who knows who and where or when.
6. Volunteer to make yourself feel connected.
7. Remember that you are a potential value to another person's needs.
8. Move out of your niche.
9. Become a "thought magnet" for others.
10. Get to CEOs directly. They are often more accessible than you think.
11. Moving out of your niche allows you to explore more and not be so smart. It's fun to learn.
12. Talk to everyone, anytime, anywhere, as long as there is some common thread: movie lines, sports events, on the bus, organizations etc.
13. If you are nervous, ask yourself the question, "What's the worst that could happen?" You will probably be surprised once you say it out loud and challenge the belief with the reality of it.
14. Stay current, read, listen, watch trends, movements, social networking groups (Facebook, LinkedIn, Ning, Execunet).
15. Believe in yourself. Yes! You are a viable and valuable solution to someone else's problem.
16. Ask more questions than giving answers. Networking is like surveying, or as one of my clients said, "Schmoozing." Easy breezy.
17. Push back on the question when you hear someone ask you "Have you ever thought of X?" Your response can be a "yes" or "no" and always add "Do you have someone or something in mind?"
18. Check your negative beliefs about asking for "help." You didn't get to where you are now without having "schmoozed" with others: checking trends, competition, bubbles, needs.
19. Use the 3x3 networking pattern: Reconnect to 3 people who have not heard from you in 3 months.

Networking is to your career health, as breathing is to your own life: without either you don't survive.