



Networking Tips

You are probably already networking every day at work, in your community, in your social life or at the school gate.

However, research shows that women's work and social networks tend to overlap less than men's networks. Managing two separate lists implies more effort on women's part. It also means that men will talk about business in various informal settings, building more trust and being better informed than women.

So here are three tips to help you make more out of your networking opportunities.

Make a plan

Before going to a networking event, take time to research the speakers and find out who else will be there. Think about your objectives for attending the event and your goals for networking – making a contact, promoting a project, learning more about something you're interested in, meeting someone you admire or making a new friend? Consider how you'll introduce yourself and achieve your goals.

Be present and interested in the person in front of you

Make it a habit to spend more time asking questions about the other person than you spend talking about yourself. Also, don't look around the room for the next person to approach while you are still speaking to the first – quality beats quantity every time.

Follow-up like a pro

If you meet someone you want to build a connection with, exchange contact details – and then use them! And if you agree to do something for someone you meet at a networking event, make sure you follow through – the sooner, the better.

Online sources for more great tips:

<https://www.weforum.org/agenda/2016/04/why-strategic-networking-is-harder-for-women>

<https://www.forbes.com/sites/bonniemarcus/2018/04/10/how-successful-women-network-for-their-career-and-business/amp/>

<https://www.forbes.com/sites/forbescoachescouncil/2017/12/19/how-to-ask-more-powerful-questions/#5c69568e47dc>

<https://www.forbes.com/sites/yec/2014/09/23/how-to-master-the-art-of-networking-follow-up/#6f2527402597>

<https://hbr.org/2018/05/making-time-for-networking-as-a-working-parent>

<https://www.themuse.com/advice/an-introverts-guide-to-networking>

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