

Networking

Does “Working the Room” Really Work?

You arrive, your energy is high, your head is in the game, and you are working the room. You reach a large number of people and you are pleased with the event. Six months later, you have not spoken to any of those people again.

Has this ever happened to you? Isn't this what you were told? Join me and let's explore what networking really is. But first, let's see what networking is not.

Slash-and-Burn Networking

Despite what you may have been taught or observed, **networking is not about volume, efficiency, or self-promotion**. Here are just a few slash-and-burn networking mistakes.

1. Join an exclusive networking group as soon as a spot opens up for your industry. Category-protected networking groups create demand from outsiders trying to get in. But like the night club that has a line down the street, perhaps things aren't so lively once you get inside. Do your research!
2. Increase your chances by joining multiple networking groups. Results come from giving so ask yourself “How much can I give?” Then ask yourself “Can I give what I want to give, or need to give, at all these meetings?” Networking is about quality, not quantity.
3. Talk more than you listen. Did anyone ever point out that we have two ears and one mouth? Use them in that proportion and you'll find greater success.
4. Fail to Make a Friend. Remember the ability we had as kids to make friends? Find one or two people that you can **genuinely offer to meet again**.

Check out www.canyonsecondev.org.
SBDC Masterminds Information: Call 661-294-9375

Networking Venues

Networking opportunities are widely available. They require interaction so find a way to leave the office, computer, and cell phone behind.

- Industry Networking Groups
- Lead-Generation Networking Groups
- Social Networking Events
- Business Catalyst Events
- Mastermind Groups

Master Networkers

Observing a great networker is a thing of beauty. They have what is referred to as a high EQ, or Emotional Quotient. EQ is the ability to communicate, relate, or connect with others. Great networkers build relationships almost effortlessly, as if it were fun to make new friends (who knew?!). But there is great news. These seemingly refined innate skills that build social capital can be learned. So join a mastermind group, observe, practice, and establish some meaningful new relationships.

Mastermind Groups

Unlike other venues, mastermind groups foster learning, support, and accountability through peer interaction. **Networking and referrals are typically a natural byproduct of mastermind groups because real relationships are formed over time, not forced. Members can do business with fellow members or not – there are no requirements. The acceleration of knowledge sets these groups apart.**

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