



The True Spirit of Networking

Principles of genuine networking.

Networking is Not:

Selling
Using other people
Keeping the score
Name dropping

Impersonal

Passing our business cards

For people who need help

A technique
Another "thing to do"

An obligation

Being abrasive and brash
Glorifying yourself
Gaining power over people
Manipulation or intimidation

Restrictive of gender, race, or age
Impressing others
Aggressiveness
Only for the outgoing
Using people

Networking is:

Making contacts
Utilising resources for mutual benefit
Giving with no obligation or expectation
Sharing information & contacts with integrity
Getting to know people & developing relationships
Exchanging business cards when there is a reason to stay in touch
For people who are motivated to accomplish their goals and dreams
An attitude of support and camaraderie
A blend of attitude, habits, and skills: a way of life
A natural human tendency to want to give and contribute
Being gracious
Expressing yourself
Giving power to people
Asking and offering in a non demanding manner
Inclusive of everyone
Promoting something of value
Persistence and patience
Appropriate for all personality types
Serving people

Adapted from *People Power: 12 Power Principles to Enrich Your Business, Career & Personal Networks*. Donna Fisher (page 26, Bard Press, Austin Texas, 1995) Donna Fisher President Discovery Seminars: www.donnafisher.com