

# Who is in Your Network and why

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Networking offers endless possibilities. Attend a conference in person or from the comfort of your office and hear the latest, while meeting and greeting new people to interact with. Networking helps your business thrive and prosper. Contacts and more contacts is the industries standard. The philosophy is that an optimum number of individuals will give you enough exposure to resources and markets.

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This model has changed because the old style networking has also proven to be too labor intense. The environment does not support the same type of networking which has for the most part not produced impressive results. Most people you get business cards from are looking for the same things you are, a chance to impress someone enough with their product or service to want to either use it or work with you in some manner.

If you could order your network what would it look like? It is easier today than ever before to become part of a network that you hand picked. You can do your networking online and develop relationships by a click of the mouse. There are no stringent rules that are industry standard. You can just ask a question online and find some very good sources for networking. The friendly chemistry that happens online promotes productive relationships.

The natural boost a good network can provide an entrepreneur makes it a worthwhile endeavor. On line growth comes in community settings where you commiserate with like minded individuals. You build a network that understands the company's culture. Why would a company not have a benchmark for who they communicate with, and provide meaningful resources for? Networking has been done out of habit, and during social events that are not geared to identifying the top opportunities.

Today, when you network there is considerable financial cost involved between traveling and attending costly functions to give out business cards. The old style was to involve everyone without strategic planning. It sort of was trying to recruit just about anyone who you gazed upon. Developing the right network is a skill that becomes natural by recognizing there is a downside to playing the field.

The best use of time, energy, and money is to develop a way to find needed elements, and who best can deliver them. Growth happens when your find the collaboration that works creatively with your vision. The old style networking might have been done at a frantic pace, but the complacency showed in the way the cards were just given to anyone in reach. Networking is for creating active participation by the people you introduce to your business. The new networking values

additional resources that are proactive on your behalf.