



## Why Network?

**Short answer:** Because we are all “self-employed” in a “Just-in-Time” employment world

**Longer answer:** Because whether we are employed or not, networking builds our store of two ingredients essential to career success:

- **Strong business and professional relationships**
- **Information, especially unpublished**



Networking (n): An exchange of information, ideas and/or contacts for mutual benefit

**Corollary: the essence of networking is building business and professional relationships**



### THE 3 MODES OF NETWORKING

- One-to-one
- Events - schmoozing
- On-line





**Try It! You'll be surprised by the results**