

## SpeedNetworker

### How to “speed-network” effectively

Speed-networking really puts another dimension onto networking. Now we are able to meet and connect with a large number of people in a very short space of time.

However, it is not the quantity, but the quality that counts. Not just ‘how many people have you met?’, but ‘how many real connections have you made?’ Speed-networking helps initiate the qualified contact, and you develop it further.

### 10 top tips to networking success

1. Be positive  
Radiate energy and a positive mindset! You will be more fun to be with, and you will attract people to you. Negativity repels other people and puts you in a bad mood. So get out your most winning smile, straighten your shoulders and transmit to everyone else that getting to know you will be an asset to them.
2. Be yourself (see Personal branding)  
Show what you stand for. (also see “Self-branding: Your personal brand inventory”) You are not trying to impress anyone with someone you are not. You want to win them over with who you are.
3. Be clear with your agenda (also see “Clear objectives – know what you want” )  
Plan and layout your agenda as you would for a meeting. This will help you to focus without being too rigid in a two-way conversation.
4. Be confident  
So you think you are not a good networker? Even if you think you have “proof” for this belief – think again. If you want to convince anyone, you have to first convince yourself. You are a good networker. If necessary create your own mantras. Have faith in yourself.
5. Be convincing  
Your introduction is key to giving the other person the right impression. (also see “The Elevator pitch – Say it and fast”) Plan it well and rehearse it until you can say it with a flow that is natural and engaging.
6. Be a listener  
If you really want to understand another person, listen rather than talk. Ask questions to find out what they are looking for instead of giving them detailed accounts about something they might not even need.
7. Be aware of time  
True, you only have a few minutes to meet and connect. Still there is no need to rush as if the house is on fire. If you are clear about what you want and what you can offer, and have prepared a snappy and interesting introduction, you will have all the time you need to connect with the person you are talking to.  
Nevertheless be aware of their time. If the time for your interaction is limited make sure you let the other person have their fair share of it.
8. Be ready to give  
Of course you have your own agenda when you network. But it is a two way process. If you want to receive, you will have to be willing and ready to give first. Offer something of value, such as a relevant introduction or offering help in a particular area. This will open doors for you.
9. Say what you want  
Do state clearly what you are looking for. (also see “The Elevator pitch – Say it and fast”) This is not the time to be shy. Once you have indicated your readiness to give support, you can ask for help.

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### 10. Be grateful

Thank the person for their time, suggestions, conversation etc. It is not only courteous, but will also remind you that the other person's input is something to value and to be thankful for.