

Cast Your Nets, Dig Your Wells & Tend Your Fields

Most of us are aware that a strong professional network is vital to our businesses and careers. The subject of networking easily fills a book but I will keep this article short.

Earlier this year I attended a course on 'Applying Sun Tze's Art of War' and I like what the trainer Henry shared -

'Many people, both young professionals and seasoned executives, think that they are on solid grounds if they possess good academic qualifications, advanced degrees, or have worked their way up in a large organization. However, a lot of them get a rude shock after they leave their organizations because the commercial marketplace places little value on them when they are no longer backed by these reputable organizations. People did business and extended them courtesy by virtue of the companies they worked for, and did not necessarily accord the same weight on them as individuals in their own right. If you don't have a professional network, you are literally all alone.'

Coaching that helps individuals get unstuck from their professional situations, into peak performance

启发式，画龙点睛的领导，职场教练

patrick.pacificpillars@gmail.com

You need a strong professional network if you are running a family business, or if you are building a venture. You might need your network even more if you are a 'corporate person'; it is way easier to be introduced to a job opportunity than blindly applying for jobs, and worse, face low responses because no human being is reading your Cover Letter and CV because it is being screened by some algorithms.

Apart from introverts who find networking extremely uncomfortable and goal-oriented people who feels that networking takes up time and doesn't offer the immediate result they are seeking, I find most people falling within these seven buckets when they network:

1. Folks who show up and keep showing up but with no well defined goals. They tend to tag along with someone and apart from exchanging some pleasantries, they operate like wallpapers in the background.
2. Folks who network only when they have a need. This includes people who attend events seemingly with the sole aim of walking around and distributing their name cards but make little meaningful conversation.
3. Folks who freely open up their network and make introductions, often even without you asking.
4. Folks who reciprocate the introductions, whether you make the first move or they make the first move.

Coaching that helps individuals get unstuck from their professional situations, into peak performance

启发式，画龙点睛的领导，职场教练

patrick.pacificpillars@gmail.com

5. Folks who simply take what you have to offer, and that's all. The concept of reciprocity is alien to them.
6. Folks who enjoy your interactions but you are never on their mind. Hoping or asking them to help advance your cause is itself a lost cause.
7. Folks who actively look out for your interests and you do the same for them. Together, you nurture your friendship while advancing one another's professional, intellectual and emotional well-being.

Each of these has its pros and cons and we have to choose what suits us as all of us have our unique situations. However, if you want a professional network that is beneficial, I suggest taking a cue from a professional basketball player whom I like and am looking forward to his career breakthrough - Andrew Wiggins.

Wiggins' Head Coach Steve Kerr recently remarked,

'Wigs is a beautiful soul. I think people want him to succeed. I think there's a sense that he's got another level in the league to reach and you see his teammates pushing him, they are trying to push him to the next level.'

People like to help people with a beautiful soul. For our professional networks to help us, it helps if we beautify our souls, and we also have to first show up for networking.

Coaching that helps individuals get unstuck from their professional situations, into peak performance

启发式，画龙点睛的领导，职场教练

patrick.pacificpillars@gmail.com

PACIFIC PILLARS

POWERFUL
DIALOGUES

If you struggle with professional networking, let's work together to cast your networking nets and build your networking wells so that you can flourish!

Coaching that helps individuals get unstuck from their professional situations, into peak performance

启发式，画龙点睛的领导，职场教练

patrick.pacificpillars@gmail.com