



Just for Today

Speed Networking

Did you know that most networking venues were created by men? You know the ones I mean - those events you go to when you know the gleam in someone's eye is that they think you're a potential buyer and that checked-out look means they realize you aren't and want to move on? And after a few minutes of pretending to connect, you get to the "sit down, shut up, SOMEONE is going to speak" part of the event, either followed or preceded by your 35-60 second pitch. Even worse, we've now morphed into *speed networking*. A little like "hi, my name is Angela. I'm a business consultant - want to marry me?" (please, no offers)

This kind of networking works for men - sorry guys. Brain research shows that you really can only think of one thing at a time (but don't ask the women what they think that one thing is) In other words, you're focused on the sell.

Women, however, are wired to communicate - after all, women were the ones left in camp to tend the sick and wounded, take care of children and elderly and to make sure all was well when the hunters came home. That means we get to know people by talking - (ok, guys, now it's your turn to smirk) and not by being talked at.

Just for Today: assess your networking. Are you in the right place for you? And, even more important, are you creating the kind of relationships that work for you? It's a lot like the real world - are you a one-night-stand kind of guy or a white picket fence and 2.4 kids person. If quantity is your measure, join lots and spread the word; if you're a relationship-builder, fewer networks; deeper relationships and take it slow and easy. There is no right or wrong, we'll all achieve the same end, just different ways.

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