



## Networking Is for Always

by Joanne Lozar Glenn

I have a colleague who only calls when she needs something. Though it's nice to know she still thinks of me, always being on the "giving" end gets tiresome. I have another colleague, however, who often puts me on the "receiving" end. She keeps in touch regularly, even if it's just a quick email to say hello or to send a link to an article she knows I'd enjoy. Her calls are always welcome, because there's a definite sense of give-and-take.

Networking is like that, say authors Lynne Waymon and Anne Baber (*Make Your Contacts Count*, American Management Association, 2001). It's for always, not just for when you're jobless.

Whether or not you've recently switched jobs, make it your business to be the consummate professional who networks both to give and to receive. Here's how:

- 1. Network both inside and outside your organization.** Networking on the inside helps create relationships that help you get the job done. Networking on the outside broadens your perspective and in so doing, enhances your value to your company.
- 2. Network internally across the white space on the organizational chart.** Networking across the white space widens your base of expertise about the company and lets you connect with others in the organization you might not ordinarily meet. One approach is to solve a problem that surfaces monthly or quarterly and aggravates everyone, only to disappear until the next month or quarter. "The employees who become known are the ones who are creative about solving these problems," Waymon says.
- 3. Network externally by joining professional organizations, listservs, and blogs.** But remember that networking is a contact sport. You must show up (in person or in cyberspace) AND interact.
- 4. Be strategic about the "types" of people with whom you network.** Management consultant and author Jeffrey P. Davidson (*Blow Your Own Horn*, Berkley Pub Group, 1991) suggests diversifying your network for maximum effectiveness. Think "maintainers" (key people, including experts, in your own and related fields who help you get your job done) and "propellers" (mentors, role models, hubs, challengers, and promoters/recommenders who "lift" you and encourage your visibility).
- 5. Be organic and "real."** Treat work as an extension of the rest of your life—look at your contacts as people and potential friends rather than as "great contacts." It's a paradox: you must network to make contacts, but having contacts only works if they're relationships founded on the principle of give and let give.

### January Open Program - One Billion Tags Read: Exploring the Myths of RFID January 27 6:00 - 8:30 pm Hilton McLean

What is the one new technology guaranteed to affect every business sector, organization and consumer in the next year? If you guessed radio frequency identification or RFID, you're a witness to - or a participant in - a revolution. With suppliers required to use RFID tags, one expert estimates that one or two major retailers alone could result in the deployment of 1 billion RFID tags for tracking and identifying items at the crate and pallet levels. If you in any way work with technology, you and your partners need to understand how RFID works and its impact upon business processes, technical systems, privacy and data management.

Moderator: Stephanie Stahl - Editor-In-Chief, Information Week

Panelists:

Kathy Smith - Special Assistant for End-to-End Customer Support, Office of the Deputy Under Secretary of Defense

Ellen Boerger - Teradata

Mark White - Department of Homeland Security

Dave Clarke - Chief Technology Officer, American Red Cross