



**"No road is long  
with good  
company."  
– Turkish proverb**

**WatchGlass  
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*By isolating a  
single aspect of a  
broader situation  
and focusing on  
it, great progress  
can be made...*

## The Road to Networking Success

by Rosanne Scriffignano, Ph.D.

Successful people understand the importance of networking. Relationships give deeper meaning to our lives. They also provide a strong foundation for happiness and growth. In the business arena, networking helps us to meet potential clients and business partners, as well as gain exposure to new ideas and opportunities.

Whether you prefer face-to-face or electronic networking, the basics still apply. Consider the following techniques to enhance your networking skills:

- **Organize Contact Information**—Years ago, I became acquainted with an elderly businessman who had met thousands of people during a successful career. He seemed to know something about everyone at our business event. In response to my inquiry as to how he remembered such details, he explained that he used index cards to recall information about people he had met. Each card contained business and personal information, including details about birthdays, spouses, children, hobbies, and so on. Whenever he prepared to re-connect with people in his contact list, he reviewed their index cards.

Although this method may seem old-fashioned, the approach is worth considering. Whether you use business card software or database tools, look for a solution to organize detailed contact information for future reference.

- **Reach Out When it Matters**—Are you someone who typically contacts others only when you need something? Consider taking time each week to connect "just because." For example, you could acknowledge important milestones, such as a birthdays and promotions, by making telephone calls or sending greeting cards. You will build a stronger network and deepen your relationship with others.
- **Share What You Learn**—Have you ever read information online that you wanted to forward to others? Many websites now offer tools that allow you to send articles and news stories to other people. When you share pertinent information with your contacts, they will appreciate your thoughtfulness. This practice may also encourage others to share helpful resources with you.

A Turkish proverb reminds us that "No road is long with good company." As you prepare for a year of challenges and successes, consider new ways to pave your road to networking success.

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