



The Reluctant Networker's **52 Networking Tips**

Making Connections...
...with Confidence



Working without a Net

There are a lot of people walking around out there who think they have wide-reaching and deep networks. Their position in their company places them in regular contact with a wide variety of people who know them and are always happy to say hello. What they don't realize is that their network is full of holes and if they should fall from the high-wire, that net is about as likely to catch them as a spider's web.

But wait a minute! They know so many people. How can that be?

The problem is, they think they know those people and, worse, they think those other people know them. In reality, the relationship is based almost completely on their position.

Everyone knows Barb, the office manager, but no one knows Barb, the amateur photographer who caught some great shots of Denali last year. Everyone knows George, the accountant, but no one knows George, the grandfather of two bright boys, the elder of whom was the lead in the school play.

Until Barb and George make the effort to extend the relationship beyond their positions -- to make it a personal relationship, instead of a positional one, the strength of the relationship only lasts as long as the position does. Now, in decades past, when people stayed in their jobs for their entire working life, positional relationships were really all you needed. Today though, most people want a stronger net than that.



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Remember, the more personal the relationship, the stronger it will be. The stronger the relationships, the stronger the network. And the stronger the network, the more likely it will be that it can support us should we stumble.

Because everyone's career is walking on the high-wire these days.



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Recommended Resources

The website: <http://www.thereluctantnetworker.com>

The blog: <http://thereluctantnetworker.blogspot.com>

Our workshops: <http://thereluctantnetworker.com/content/workshops-and-training>

Background and Testimonials

Originally a computer programmer, Greg Peters understands the challenges facing every reluctant networker. He also knows, however, that networking is a learnable skill. In 2009 he founded The Reluctant Networker, LLC and has since worked with clients in technology, finance, and sales to help them build networks of powerful connections. He is the author of the blog "The Reluctant Networker" and contributes weekly networking advice to local radio and news outlets. He also presents to larger groups to spread the word that, performed properly, networking is the most powerful way to achieve success and significance in our lives.

"Just wanted to say THANK YOU for being our speaker for our January Grow Your Business Workshop. The time, energy, and effort that you provided was greatly appreciated. We have received some tremendous feedback from those who came (and even those who wish they would have). Thank you for helping us in our efforts to build a strong Downriver community! We would love to have you come back to speak for us again anytime!"

~ Mark Tremper, Downriver Community Federal Credit Union



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“Greg opens doors. By inviting me to a special networking event, Greg enabled me to make a crucial connection leading to a new position. Thank you, Greg! You are a powerful speaker, and an even better networker.”

~ John Arenz, Trust Officer, Wealth Management Group, United Bank & Trust, Ann Arbor, MI

“For a self-proclaimed 'nerd', Greg is a sensational person who happens to have a knack for putting others at ease with their fears and provides a steady approach for networking. I recommend seeking Greg's expertise if you have any hesitation at all regarding networking and speaking in public; his methods have greatly helped me get out of my own way.”

~ Rich Austin, Associate, Sandler Training Center - Ann Arbor