



To mark the 10th anniversary of the publication of The Reluctant Networker in 2010 I am sharing my top 10 learnings about networking.

Here are the headlines – please get in touch if you’d like a bit more insight about each of the learnings. I’d be delighted to send you the full article. Email me at info@reluctantnetworker.com .

Learning #1: Start with the relationship and not the transaction

Learning #2: Great relationships open up your network’s networks

Learning #3: Just because you are ‘reluctant’ does not mean you aren’t highly effective

Learning #4: Networking is for ALL of us not just owners, bosses, and salespeople

Learning #5: Networking is a 2-way thing; if it’s 1-way it’s selling dressed up as networking

Learning #6: Time = value...so long as you invest

Learning #7: So many reasons to keep in touch...

Learning #8: LinkedIn is your friend

Learning #9: Quality over quantity: deepen existing relationships

Learning #10: Online is the new ‘face-to-face’