



With a valuable network

Networking is often a loaded term, which few people feel like. That changes when you realize that you already have a huge network that is willing to help you. An average person knows 400 people, who also know 400 people. This means 80,000 potential network contacts, half of which are of interest to you.

Put yourself on the center spot (+) and map out your network. What do you notice?

1. Personal: relatives, friends, teammates
2. Socially: neighbours, classmates and acquaintances influencers, social media followers
3. Business: (former) colleagues, colleagues, bosses

The value of your network is determined by the extent to which you are visible, online and offline. Not because you have to, but because you want to let people know what you stand for, what motivates and engages you. Networking is about sharing knowledge, information and contacts. Continuity is more important than frequency. You can also apply activities that you find very normal in your private life at work. This can be a message from yourself, but also liking or sharing articles, visiting an event or having a bite to eat with someone. It's a lot different than selling yourself or updating your profile because you happen to be looking for work.