



# FEATURE

## Networking for Success

by Dan Doyon, Maxim Consulting Group



Meeting new individuals who share a career, industry, or interest is a typical strategy for networking. It really is simply people exchanging concepts, knowledge, and connections.

Why is networking so important? Networking might be tedious and frustrating, but you ultimately need other people to get where you want to go. Making connections with relevant individuals at the opportune moment might be the right springboard to advancing your business or career.

Having 500+ social media friends is not networking. Building relationships with people who can assist you is all that is required, whether that assistance is in the shape of a mentorship, a sounding board, someone to give you

unbiased advice, or a connection who can help you progress in your career. Networking is one of the best strategies to maintain and increase your success by broadening your knowledge, taking inspiration from others' achievements, drawing in new customers, and developing your business and career.

To increase your circle of influence, networking means actively meeting new people, establishing relationships with others who have common interests, connecting with people, and generating camaraderie. A successful networking strategy is essential for job advancement. You will be able to benefit from it both professionally and personally by developing long-lasting connections for mutual advantage and

leaving a lasting impact on other people.

One thing is for sure: Networking is essential and not optional for employees and construction business leaders in today's world.

Many people would rather go to the dentist than attend a business networking event. But to build and maintain a powerful network, you do not have to be pumping handshakes and gritting through a fake smile. In reality, you are far better off being genuine and interacting with people with who you have something in common.

This article will give you the knowledge and self-assurance you need to tap into others' knowledge, look for business prospects, and get

that promotion or new position you have been looking for. Whether you are new in your career or an experienced professional, the goals for networking should be:

- Establish and maintain the appropriate connections in a manner that feels genuine.
- Build relationships through give and take.
- Recover long-lost connections.
- Exchange ideas with peers.
- Manage your social media profiles.
- Use existing social media tools to network.

Making oneself known requires networking, whether seeking work or being a business leader. Think about the following to develop a strong network:

- Discover shared areas with both work-related and personal interests – Sports, leisure time activities, or the same conference attended can be a good starting point.
- Ask questions to learn about professional experiences – People love to talk about themselves.
- Consider your capabilities; discover something worthwhile to offer by looking widely at your background – Think about things you have to offer someone in terms of ideas or experience; sometimes, it could be a connection to another person.

Especially since the advent of COVID, we are not keeping up with our personal networks, so it is essential to understand how they operate, reorganize your priorities, and maintain communications with your contacts.

Start now by generating new network connections and reestablishing old ones. To do this, here are some brief activities to work into your weekly schedule:

- Start calling or emailing business contacts and friends you have not spoken to in a long time. When you do this, make sure to mention the lack of staying in touch. Consider it from a different angle; no one wants to be seen as the person who only contacts others when they need something from them.

- Make sure to keep the communication light. If you make a request that comes off as urgent, it might damage the other person's perception of you and cause your request to be declined or disregarded.
- Offer your assistance or contacts to return the favor. This can be as simple as letting them know, "If there is anything I can ever do to help you with something, please reach out to me."
- When contacting someone, give the other person an option not to assist you or follow up. This will help you and your contact save face if they cannot help you by acknowledging that they could be pressed for time.
- Make sure you express thanks for taking the time to consider your request.

What is the best advice for people new to the workforce? Ask to meet for coffee, breakfast, or lunch. Then you can connect on Facebook and LinkedIn. From there, you can keep building your network. If you do not know the person at all, here are some key steps to remember when you email or call them:

- Briefly introduce yourself and explain your motivation for wanting to connect with them. This could be as simple as just wanting to make connections in the business.
- See if you can be recommended by one of their contacts
- Make sure to do your research: demonstrate your knowledge about them. Drop a couple of facts about them or their company that you admire.
- Make sure to thank them for their time. This is the most important part – many people will be asking them for something and rarely offer their thanks.

Talk to individuals at networking events about your area of expertise if you want to increase your sales. If you are a project manager, ask if they have a team of project managers or if they have multiple foremen running projects. Ask about the most significant issues they are dealing with now - Do they have an issue recruiting talent? You might

be able to provide them with helpful advice even if they are not looking for a project manager, and you never know who they might recommend you to. If the conversation is not leading to a meeting or a sale before you leave, you may say, "Do you know somebody I might be able to assist with project management?" As a result, people start to consider who they know who could be seeking what you have to give.

Requesting the assistance of experienced construction industry peers makes it possible to gain important coaching and connections through business networking. You will gain insightful advice and recommendations, making networking with connections the perfect place to discuss issues and concerns. Additionally, by giving your contacts feedback and recommendations, you will strengthen the basis of your connection even further.

Many recognize the importance of networking to professional success but find it difficult and frequently unpleasant. These methods can assist you in moving forward with growing or strengthening your network. You will become more enthusiastic and successful at forming connections that benefit everyone by adopting a focused approach, recognizing and exploring similar interests, broadening your perspective of what you can offer, and motivating yourself with a greater purpose.

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### About the Author

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