

3 ESSENTIAL STEPS TO SUCCESSFUL BUSINESS NETWORKING



Kerryn Powell
THE NETWORK CATALYST



Our networks provide support, knowledge and opportunity for learning and growth. I have certainly experienced this myself and have always encouraged those around me to be interested in others even if it means stepping out of their comfort zone, knowing there is nothing to lose and so much to gain.

There are three steps that are often overlooked when people are using networking as part of their business strategy:

- they do not have clear intentions
- are not having purposeful conversations
- and they fail to follow up and invest time in building a relationship

Let's get started.

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