

Extend your network

The sum of your contacts is your personal range of action, where you have direct and indirect access to a wide variety of specialists. Contacts arise, as soon as people meet - privately, at work and virtual in the Internet. Conscious pursuit of your network provides many advantages. Do not be frightened by the contact labels of the different networks, e.g. Friend, Follower, Circles.



Benefits of active networking

The advantages of active networking outweigh, even with the growing, temporal need for contact maintenance.

- **Broader view**
Expand your horizon, by establishing contacts across borders of functions, industries and cultures. You find new partners, potential brokers for important contacts and new topics.
- **Virtual interaction**
Use the various possibilities of the modern communication technology (e.g. chat, video conferences). Dedicate yourself regularly to your counter parts.
- **Active idea exchange**
Overcome the limits of your direct environment. Benefit from experiences that others already have made.
- **Information**
Filter the information of your contacts out of the flood of information. You receive references, recommendations and specific contributions at first hand.
- **Business partner**
Personal contacts are nowadays crucial for success, in order to exchange and render jointly deliverables.
- **Contact quality**
The quality of your contacts is determined by direct contacts that offer informal feedback at any time, worldwide and at little expenditure.



Felt is not recognized; recognized is not thematized; thematized is not drafted; drafted is not formulated; formulated is not perceived; perceived is not understood; understood is not agreed; agreed is not done; done is not known.

Checklist

Check your current contact situation and identify improvement potentials.

Broader view: Which borders did you already exceed?

	Never	Rarely	Sometimes	Frequently
I am connected with people from other corporate functions.				
I am in contact with people from different industries.				
I am connected with people from other cultures.				

Virtual interaction: Which possibilities of interaction do you use?

	Never	Rarely	Sometimes	Frequently
I use chat, in order to exchange ideas with my contacts.				
I keep contact via emails.				
I meet others in video conferences.				
I telephone with my partners.				
I offer and take part in on-line surveys of my network.				
I offer and participate in webinars and similar online presentations.				
I use further virtual possibilities for interaction. Which ones?				

Active idea exchange: Which topics do you exchange?

	Never	Rarely	Sometimes	Frequently
I exchange experiences.				
I discuss adventures.				
I discuss actions.				
I regard and show undertakings.				
I offer and get further contacts.				

Information: Which information do you receive from your contacts?

	Never	Rarely	Sometimes	Frequently
I receive hints for further development of my business.				
I receive useful recommendations regarding the optimization of my business.				
I receive contributions, articles and the like at first hand.				

Potential business partners: Which business topics do you share with your contacts?

	Never	Rarely	Sometimes	Frequently
I offer and find projects.				
I present and discover orders.				
I make and receive offers.				
I show and find possibilities for cooperation.				

Contact quality: Which quality aspects did you already experience with your contacts?

	Never	Rarely	Sometimes	Frequently
I use my contacts for external feedback.				
I network worldwide.				
I address my contacts at each time, i.e. 24/7.				
I benefit from the informal channels.				
I like having direct access to my contacts.				
I benefit from the efficient communication possibilities.				

Activate those ranges, where you selected "Never" and "Rarely". Increase the productivity of your network.