



The Importance of Networking

Part 3 of a 3 part series

by Natalie Zifcak

Networking allows us the opportunity to meet people who can benefit us and to whom we might be able to benefit in return. We make connections and build relationships with others to enhance our lives. There is an old adage which states: from good, comes good. Getting out there and giving, even if it is just friendly conversation, can be a way of making others feel better. If you enjoy an organization that you have joined, consider volunteering for a position on a Committee or the Board of Directors. This is a great way to become recognized within the group. It is a worthwhile investment of your time to stay visible and give back to groups that have helped you. Show how you differentiate yourself from others in the field. Become an industry “expert” and network with others who have complimentary skills to be able to help others and allow them to help you.

Some of the greatest networkers are people who truly enjoy helping others with challenges or see networking as a learning opportunity to help others. It is not that they want something specifically for themselves but rather they get their satisfaction by doing good deeds or being available as a good friend. Building trust and helping others often times go hand in hand.

We can also enrich our lives by growing personally and professionally, through developing relationships with people we meet at groups and industry events. Feeling confident about ourselves and dressing appropriately are ways to ensure that we make a lasting impression and enable us to network effectively.

Through networking with friends, work associates, and industry colleagues and people you just meet as you go on with your day, you can build relationships and make connections. It is also these new connections that enable us to grow as a person and enhance our lives.

About the author



Natalie Zifcak is a successful business women, great mom and high energy personality who always looks sharp and dresses professionally. She has had successful careers in public accounting at Coopers & Lybrand, global product marketing roles at Polaroid Corporation and investment banking assignments at Investors Bank & Trust Company. Natalie moved from Boston with her husband and has reinvented herself in a budding Real Estate career selling homes and doing professional consulting on the side. <http://www.nataliez.com/>

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