

CareerGrowth Group



February 1st, 2006

Dear Successful Career Professionals

Our 3rd CareerTalk Program, 7 Great Networking Ideas for '07, met with great success. Our attendance has been growing and we have decided to expand the program in the spring months of March, April, and May.

To begin the lecture a number of points were made. Remember to plan to attend networking events when you feel the most likely to have a high energy level and the most time. Some career professionals enjoy breakfast meetings and like to meet people during the morning. Others, like me, enjoy the cocktail parties and networking energy in the evening. The majority of networking opportunities present themselves in the evening, so try to find at least one evening a week that you can allocate to networking.

The best networking opportunities for successful career professionals would be a gathering of professionals in your field i.e. finance, advertising, law, public relations, etc. There are many professional societies and industry groups in Manhattan and the Tri-State area. Be sure to find the best ones where you can meet the kind of contacts that will be worth having in order to build your career. Do some research about the organization and the types of people you would be likely to meet there.

Always have a goal in mind before you set out to attend the networking event that you have chosen. Career goals can include: meeting contacts in your own company where you currently are employed, meeting potential clients if you are self-employed, meeting prospective employers if you are in a career transition, and finding new employees if you are an entrepreneur.

Ready, set, go – set a wide net or a narrow net. If you are new to New York and want to meet lots of new people try to obtain lots of business cards. Take a few notes on the back of the card about the other person, including the date and name of the event where you met. If you are unemployed get a business card printed with your name, address, and email address so that others can contact you. If you have been doing an effective job of networking, six months from now, you may not remember each individual that you met.

The most important aspect to networking is the follow through. Decide how you want to follow up with the new contacts that you have made, i.e. Phone calls, emails, etc. Set up a database on your computer in Microsoft Access, Outlook, or other appropriate software.

I would love to help cheer you on to your networking program to expand your career contacts. If you want to discuss this further with me, please call to schedule a meeting. Thank you and good luck on achieving your networking goals for 2007.

Beverly R. Daniel

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About Beverly R. Daniel: Beverly Daniel is a career counselor / coach, who helps career professionals move successfully from one level of their careers to another. This can include assessments and evaluations about career choices, strategic planning for career moves, navigating in corporate structures, or moving from corporate to self-employment, or entrepreneurship. She works with lawyers, banking executives, marketing professionals, among others in all functions and industries. Beverly has been in the executive search and career-counseling field for 29 years. She holds a BS and MS in Psychological Counseling from Boston University. She holds an MBA in Management from New York University. Beverly studied for a Ph.D. in Clinical Psychology at Case Western Reserve University.