

Woman as an Optimal Networker

When you're scanning your email for the first time each day, **there's always some post headings that your eyes lock onto above all others.** One of my eye-lockers is the Harvard Business Review (HBR).

Now, I didn't go to Harvard, I don't have an MBA but I do recognize valued information when I see it. I owe this rich resource solely to networking. A friend and business colleague and I network through FYI messages containing links to things that support our different business endeavors.

One day there was a FYI to the Harvard Business Review. While I don't read each entry, I scan for topics and themes of interest. Today, I clicked on – **Six Paradoxes Women Leaders Face in 2013.** The article profiles six paradoxical issues women encounter in business that continue to affect their leadership advancement.

Even if you're not in the business world I suggest you give it a read as **roles of leadership occur in a variety of life experiences.**

The paradox that really caught my attention was the one on **"networking."**As women, most of us are already comfortable with networking. But according to the authors, Jill Flynn, Kathryn Heath, and Mary Davis Holt (recognized national experts on women's leadership), **as women we are also failing to take advantage of the networking opportunity to help us advance.**

Briefly, women who network already:

- Bring a talent for good relationship building skills
- Get positive results from the networking experience
- Find common ground to address common problems
- Experience a venue to share information and problem

solve

- Able to function in a comfortable social environment

Briefly, men who network differ because they:

- Treat networking as a transaction
- Exchange business ideas
- Offer a favor or advantage as an understood future exchange
- Actively look for sponsors
- Speak up and ask for the “job”

Suggested solutions for women to optimize their networking:

- See relationships as opportunities where you need to speak up
- Ask for assistance and take advantage of the wealth of women knowledge out there
- Get over making a favor exchange seem sleazy by offering “value” first (the law of reciprocity at work)

With that being said, I’d like to ask three favors of you:

- Take this information to heart and go out and optimize your networking experiences.
- Like this on Facebook
- Share a FYI message with a friend and colleague.

In return, I commit to continue to blog out to you the best information my eyes lock onto.

You can read the full article here:

