

## The 3 levels of networking

Networking plays at different levels. This is not only about the verbal and non-verbal aspect, but also about how you deal with the different “levels” of networking.

In this document these levels are explained in detail.

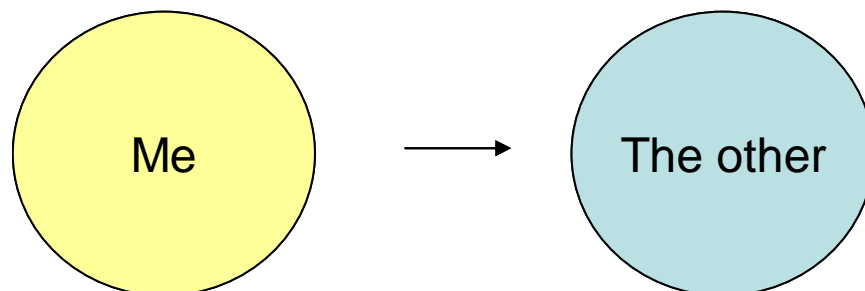
### Level 1: It is not what you know, but who you know

The first level is about being aware that the world consists of more than one person. We happen to live with 6 billion people on this globe. Besides it is almost impossible to realise something completely on your own. Think about this. A solitary painter has to eat too and go to the shop to buy food. He also needs some material for his paintings for which he depends on others. In this case there is perhaps less collaboration, but there has to be some kind of contact.

**The first level of networking is about being aware that knowing other people makes life easier.** You receive more and better information to make decisions, you are more and faster aware of specific opportunities, you are helped faster and better when you have a problem,...

Important on this level and also on the other two, is the “**Give and Receive**” principle. In the beginning you “invest” in a relationship without expecting something in return. This is long term thinking.

In our present society living according to this principle is not that easy. More and more people are only thinking short term. In business environments people are rewarded on shorter and shorter terms. Don’t be seduced to join this short term thinking movement and **get noticed in a positive way to think long term and unconditionally share information.**

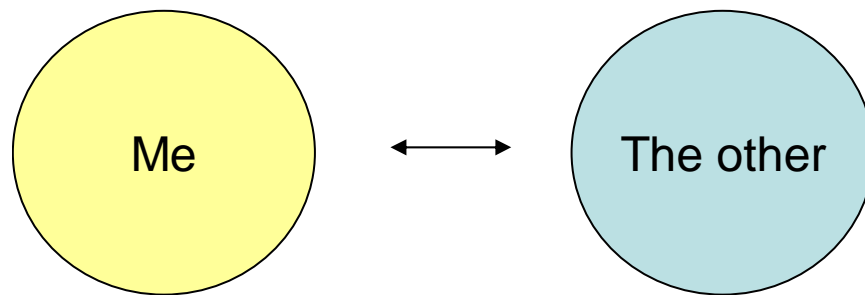


## **Level 2: It is not who you know, but who knows you**

In order to receive particular information it is not only important to know the right people. You can't ask someone on a daily basis if he has some information for you. **So it is important that others think about you when they have information that is important for you.** In other words, it is important that they actively share the information instead of answering passively to your requests.

Hence it is primordial to **let others know what you are doing, what you are looking for, what your goals are and what you need.**

It is also important to **balance the relationships with the people in your network:** you have to give and receive in the same amounts. On the first level you might have succeeded in only asking without giving, but on the second level this short term thinking is absolutely not done.



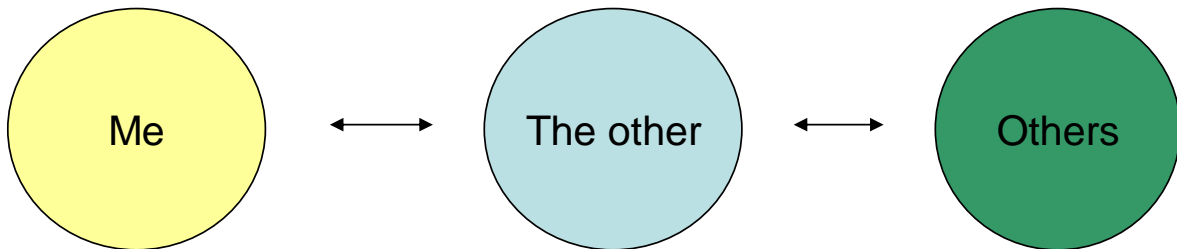
## **Level 3: It is not who you know, but who your contacts know**

Now we're at the level of **smart networking**. "Smart" mean: more results with less effort.

Two areas are important:

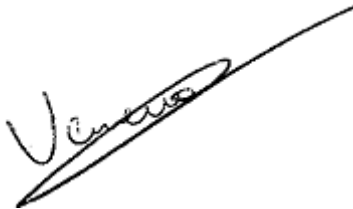
- **Make sure you have the right people in your network to reach your goals.** In many cases you won't know the right people (yet). Leverage your network (and their network) to get in touch with these people. If your question is sincere and not exaggerated, you will be pleasantly surprised by the positive consequences this can have. Your goal will be reached faster than you ever imagined. Don't hesitate. Just do it!
- **Make sure that you have people in your network that have a large network themselves and are willing to leverage it for you.** If you have a question you can ask it to a small amount of people who will search further on your behalf.

Especially on the third level the “**Give to Receive**” principle counts. Give the people you want in your network a good reason why they should help you. By giving first, you will be able to count on a mass of goodwill !



Success !

Have a great networking day !



Jan Vermeiren  
Your Networking Coach

Jan Vermeiren is the Networking Coach. He helps people and organisations to be more **successful**. He assists people in the field of **training and coaching in networking**, companies in the field of advice about how to stimulate networking at events.

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