Networking: The Visceral Reaction

- FAKE
- AWKWARD
- INTIMIDATING
- USELESS

- INGENUOUS
- ARTIFICIAL
- FORCED
- LINKEDIN??

Networking?
The Networking Mentality

**Relationships > one-offs**
Build based on substance rather than quick one-offs made with “end games” in mind.

**Like farming, not hunting**
Grow a relationships rather than immediate payoffs.

**Network across, not up**
Learn the day-to-day operations rather than high-level views.

**No fake laughs, please**
Awkward inauthentic conversations with no common interest != relationships

**Your most powerful, support community**
Shared drive, issues, and goals. They’re your deepest pool of knowledge.
Your net worth is your **network**.