



A successful career

A good foundation is a career that makes you feel good and makes you burn through and not burn out. If you are bursting with energy, you stand out and people will notice you. Energy is the most precious and desired trait in a business world where everyone fights to stand apart from the masses.

Do people remember you?

To find your passion, which can help you to get that desired energy, you have to work with what you are interested in, even though it may seem trivial. Something that you are good at can never be trivial. Finding the right career is about being true to yourself. You will be remembered as the person you are, and not for your professional competency. Whether you are perceived as authentic depends on how you make others feel in your company. An authentic person has a balanced attitude towards herself/himself and others, and the thing is to be true to the person you are, and what you stand for - this will give you the desired energy. Being yourself is very much about credibility. It is also about how you want to be spoken of and remembered.

Are you today somebody who is warned about or recommended?

The answer is to be found in your ability to be an authentic person that put your heart into what they do, and often appear as passionate. An authentic person is a role model, and that is obliging. Are you an authentic person? Do you make an honest effort to understand others, has self-knowledge and self-esteem?

We are living in a so-called welfare society where your ability to build trusting relations who are loyal to you, is a prerequisite to gaining access to contacts and contracts. You can succeed by following my famous 70/30 rule.

People are governed by recommendations. Do people recommend you? Or do they warn about you in their network? If you get too few assignments, job openings, knowledge and other interesting stuff, then the answer could very well be found in your good or bad reputation among your own and other's relations. Also, you cannot count on being able to assess your (future) job. Our work is so complex that you cannot rightly expect to be able to solve your chores on your own - for that you need a well-cared-for and loyal network. A successful network is founded on a person's hard work.

What is it? Just to keep the record straight, let us clear up the concepts: Networking is what you do (building and creating loyal relations). A network is something you have. Persons you have in your network are called relations. Networking happens in physical fora as well as virtually. Lately there has been a lot of talk about web II media. This is an interesting phenomenon, which cannot stand alone but should be incorporated as a part of your total networking strategy.

You need 3 types of networks. But to really succeed, you must master strategic networking—by interacting regularly with people who can open your eyes to new business opportunities and help you capitalize on them. Build your strategic network, and burnish your own—and your company's—performance.

Create reasons for interacting with people outside your function or organization; for instance, by taking advantage of social interests to set the stage for addressing strategic concerns. Successful leaders have a nose for opportunity and a ability to know whom to know and tap in order to get things done, *these strategic networking skills that non successful leaders rarely possess.*

Good luck!