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# Business Networking

(Ultimate Guide)



# About this eBook

## Why we created this Business Networking eBook?

There are many Business Networking Tips and short videos out there on the internet that cover only the high-level points of effective business networking. However, none of them go into the “nitty gritty” details of what it takes in terms of providing detailed insights, that a normal person can wrap their head around. So instead of “glossing” over the highlights we decided to dive into this subject in more detail to provide a real valuable guide to the reader to learn and apply some of the networking skills described in this mini eBook. Some of the skills we will impart in this eBook are basic “hands-on” awareness for you to be an effective business networker whether you are a beginner to an experienced networker. There are also some hardcopy books written by prominent networkers, but they are just too long winded and filled with many pages for the reader to plough through.



30  
Pages



60 – 70  
Minutes to read



8400  
Total words



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# Introduction



People do business with people they know, like, and trust. Companies don't make decisions, people do. Your professional network can open doors for you and provide you with opportunities you never thought imaginable.

In life - now, past or future, it's not just what you know or your own capabilities, but it's who you know. That's important for both career advancement and business development. You can learn a tremendous amount from people in your network who have experience and expertise.

Yes, networking can be a difficult and awkward process for some people, but there are always more ways to gain when you try rather than lose from not trying. The more effort you put in the better you get at networking and also perhaps along the way achieve some of your business objectives. So, it is practice, practice and more practice.

In the world of professional networking, people prefer to build business relationships with people they see as being valuable. By building a reputation as someone who is talented, helpful, and valuable, people will be more motivated to meet you and stay in touch with you. And you'll end up building a master network. Let people know what you're accomplishing and learn through blogging, emails, and conversations.

So, in a nutshell Business Networking is basically a process of creating mutually beneficial relationships with potential clients or other business professionals. The main aim of establishing this relationship is to get some intangible or tangible benefits by connecting with professionals in the same industry or new sectors. Wondering, how to do it effectively?

Often, business networking is done to get some potential benefits and the sharing of knowledge is the most important reason to undertake networking activities. To gain some real advantages of Business Networking, it is essential to know how it can help your business to boost sales and build some awareness of your brand.

One of the very basic ingredients is to have a positive personality that can attract other people, so that they would like to connect with you. Are you an introvert and not able to connect with strangers easily? No worries, this eBook is for you and everyone else. We have shared some amazing tips on how you can connect with strangers at business events and how you can project yourself for maximum impact.

One of the social trends in the business world is Sustainability and people are becoming open to Digital Business Cards. Also, in Virtual Business Networking, how to share your contact details on-line. This is where Digital Business Cards are a handy tool.





## What is Business Networking?

Let's start with some definitions. Business Networking is a term that is mainly assigned to the businessperson who is going to connect or communicate with the professionals, business owners, potential clients, and suppliers to help them grow their business.



The network is not only about the business itself, but it will allow you to meet with people who can share their own experiences with you. You can communicate with your potential clients and even your competitors, but you need to offer something to them to get their attention, potential services, valuable advice, or contacts. Business Networking will give you various opportunities to build up your brand or expand your business network by entering into partnerships or joining other different ventures. “Networking is not about just connecting people. It’s about connecting people with people, people with ideas, and people with opportunities.”—Michele Jennae

## How does Business Networking Work?

The Networking events present you with some interesting opportunities to connect with new people in the same industry in most cases as well as people in other sectors. These types of events always have the opportunity to exchange some new ideas and concepts for business professionals. So, when you are meeting someone, don't forget to exchange business cards with them. After a light-hearted conversation, when you can get comfortable with them and share some insights about your business. If they are not “opening up” then you need to take the first initiative to open up the discussion and share the business challenges that you are facing in growing your business or your business challenges.

Sometimes with a diverse group of business professionals, you might find some common areas for discussions and start of a potential business relationship. Communicating with them will boost your morale and how they are navigating through their business challenges. They might share some different phases of their business trajectory and try to understand how they overcome the difficult situations in their business. You don't need to attend every single event but whenever you are attending, make sure that you bring some interesting points to discuss based on the theme of the networking event.

# Professional Way of Networking

Business Networking is not only about connecting with potential customers or suppliers or similar professionals but also making a statement about your business in the form of low-key advertising and promotions. It could also be about connecting with people who are providing training or education and you could potentially hire them to enhance the reputation of your own business as well as other leverages.

## Tips for Professional Way of Business Networking

If you want to enhance your Business Networking techniques, then it is essential to go and attend some networking events that are relevant to your business sector. You cannot just wait for some convenient opportunities to start building your network, because if you are looking to create a solid business then you need to start planning today to build a network and be pro-active. Here are some important networking tips that will help to bring more potential opportunities your way.

01

### Attend Business Networking Events

If you are a new business professional and want to build a good network for your business, then you should start by attending as many relevant Business Networking Events as possible. In these Networking Events, you can make new connections with the people in the same niche that you are working in. The small business owner or a start-up can encounter professionals at these events and have the opportunity to learn new things and get ideas. These events can also provide you with some other unexpected opportunities that could benefit you in other indirect ways.





## Target your Goals

Of course, it doesn't make any sense of attending business events if you don't have any basic goals or purpose. You will not be able to find any interesting topic to start the discussion with other professionals and it dulls your business personality. So, at first, you need to have a clear agenda of your goals then you can have some sort of road map. For example, if you aim to build connections with new people then you need to invest valuable time in the community and get to learn about the latest trends of business opportunities in your industry.

## Get Social in your free time

It is not always necessary to build your network only during working hours, try to get in touch with as many people as possible. If you are looking to expand your reach, try to interact with people at different places whether it is your child's school, health club, or anywhere else. Business events are not the only destination for you to expand your reach and grow your network. The best option will be to get in touch with parents because almost all the parents look for something to chat about with other parents. So, the free time you are investing will give you some desired results in the foreseeable future. We hope that you appreciate also why getting social is essential in everyday life.

## Know your Values

It is not just sufficient to provide a good product or service to potential customers. There are many options available to the customers and without knowing your values, you cannot simply convey your message to them. If you are not articulating things effectively then you cannot convey your message at networking events. Instead of just building your network, try to build a virtual Rolodex for the upcoming future. Yes, it will take some time to generate an elevator pitch, but people will know what you are doing, for whom you are doing it for, and why customers should go with your products.



## Bring Conversation Opportunities and Ideas

As it happens with many people that they are unable to find the right timing to start a conversation with someone. It is an awkward situation when we are not able to start a conversation with the person sitting next to you. So, if you want to start the conversation then just try to appreciate their dressing sense and make some other small talk, weather, etc. Similarly, you can ask them some questions and try to know about each other's reasons for attending the event. You could ask them how they entered this field and how the recent development can affect the whole industry. In this way, you can bring some opportunities by starting conversations with random people at business events. The classic first line as an "ice breaker" is to simply ask this question: What is your relationship with this event?

## Don't favour only yourself

You should understand the basic concept and rule of Networking - it is not about being selfish all the time. Networking is all about giving and taking, so in a business event, you cannot talk only about yourself and your business in front of other professionals. If you are a person who is asking only for a business favour, then your relationship will not last long. If you want the best and optimum results, then you need to look for opportunities to help your networking partners and try to grow together instead of being selfish.

## Bring your Positive thoughts

In a business event, you need to remain positive all the time. You cannot talk or give any negative feedback about any organization or any persons, it will reflect badly on your own image. Professionals always like to interact with other people who have a positive mindset and always talk about goals and future planning. By speaking negatively, you will simply just diminish your professionalism and will face a real challenge in building your network.





## Have the courage to speak the truth

There might be various opportunities – good or bad experiences, that you will get in your business until you are ready to share the truth in front of others. We are all attending business events for various reasons. You need to be open and be bold enough to ask for assistance. So, be relaxed and when you are attending the next event, get ready to share the true picture of business. Whenever someone is asking how they can help you, then don't hesitate to receive help. It will give you confidence and in lost cases other professionals want to offer their help and support when they know that your being genuine.

## Find the reasons to follow up

Users should know that creating a network and just meeting people and exchanging business cards, it's only half the task accomplished. You will achieve long term success only when you are taking some relevant steps to keep your relationship going for the foreseeable future. Whether you have a busy schedule or you have time on your hands, you need to be in touch with your contacts a few times a year. It doesn't matter what is shared with them, if there is nothing to talk about then just wish them on some special occasion. Networking is all about more than what you are doing and avoiding some things which are not relevant. Time is precious, just invest it wisely building a professional network.

## Overcome Introvert behaviour

If you are an introvert, then you need to overcome this mind set because it can be challenging for you to do networking. There are some strategies that you can follow to overcome this behaviour.

At first, don't overthink that you are an introvert because you don't need to be in that state of mind. Furthermore, if you are feeling overwhelmed then just feel free to take a break and get refreshed by grabbing a cup of coffee. Once you feel good again, just try to connect with more people as possible. Its practice, practice and more practice.





# Business Meeting Etiquettes

To conduct yourself at work, you need to feel confident all the time and that's why it is essential to follow some basic etiquette to make things work for you at Networking events. Some important points are covered under Business Meeting Etiquettes, and we will get to explain about those points in this eBook.

## What is Business Meeting Etiquette?

Business Meeting Etiquette is a type of behaviour that is expected from everyone during any business events. There should be some standard of professionalism and respect, which are the main essence of Meeting Etiquettes. The basic rules for Meetings Etiquettes are to be on the time always, keep the phone switched off during the event, try to keep things clear with everyone. For more formal interactions, it is essential to keep these things in mind especially when people don't know you in at an event. But there are fewer etiquette rules for informal meetings.

## Why is meeting Etiquettes important for business?

Meeting Etiquettes are essential for the business because of several reasons. The biggest reason is that it improves the communication between you and other people. By following the basic rules of meeting Etiquettes, people start respecting each other in that environment. It will create a atmosphere where people will listen to your thoughts, while being comfortable and will also share their thoughts. The most important thing is that it enhances the relationship between you and the group, as people start trusting you, which directly impacts building a good relationship.



# Rules to Remember for Business Etiquettes

01

## Be Punctual

Your punctuality will show how professional you are and how you respect other people's time. Whenever it comes to business meetings then the golden rule is that you need to be very punctual. Some people will wait for you until you show up but most of them will start the meeting without you. It also impacts your image in front of other professionals. So, it is always the best option to come to the meeting in advance and sit down so that you can get some time to prepare yourself in anticipation of the points to be discussed.

02

## Be Prepared

You need to be prepared for the points to discuss in the meeting. The preparation of the topics will help to feel confident and motivated. Apart from that, just make sure that you are creating a list all the questions or topics that you have in your mind. If you have been asked to prepare for a particular topic, then it is your responsibility to present yourself with some good knowledge of the subject at hand.

03

## Speak very Clearly

If you want people to understand you clearly then you need to keep your voice loud and clear in the meeting. You need to speak in measured tones so that people can understand your spoken thoughts effectively. You don't need to speak fast, just try to speak slowly but make sure it is clear and easy to understand. Speaking clearly and loud projects confidence and professionalism. However, if you are a slow speaker then you should work on improving. It's well understood that many people struggle in this area to be clear speakers. Clear speaking enhances productivity in the meeting because everything is clear and understandable, so there is no need to repeat sentences.

04

### Listen Actively and try to participate in an engaging way

You need to be very attentive when you are in a meeting and listen to things very carefully. Do not expect things to be repeated, and you need to participate as well. There is a rule of thumb that you should listen twice as much as you speak when there are many other people in the room. The best way to express your attentiveness is to show your non-verbal communication. It could be like nodding your head, writing notes, and asking questions. When you express all these small reflexes, you will be considered an active listener and you can bring out a lot of a meeting. Here, active listening means listening only once and when there is your turn to participate then you shouldn't repeat those things, which have already been discussed earlier. You should have fresh insights up your sleeves for other people to find you interesting and to capture their attention.

05

### Give other people an opportunity to speak

As we all know that when one or two people are dominating the whole conversation at an event, then it gets very boring for other participants. It might not be considered a meeting when only one person is doing all the talking. So, make sure that you have the opportunity to talk to others. Everyone has a different perception of a particular topic, so let them explore them verbally. When you are analysing the topic in your comfort zone, just keep your comments short to gauge the reaction of others. Try to make notes of what other people are talking about so that you can bring out the best from the meeting.

06

### Ask questions with clarity to get the best answers

If you are having any doubts or questions, then don't hesitate in asking questions. The only dumb questions are the ones that you don't ask. It will show that you have actively participated in the meeting and want to better understand things that have been discussed. However, you need to make sure that you are asking the questions at an appropriate time. When you watch that the meeting facilitator is moving to the next topic then just ask your questions. Don't bring up the whole list of questions and then ask at the end of the meeting, as you will not be allocated so much time.



## Keep your body language attentive

It is quite necessary to be aware of our habits during the meeting. Your body language shows how active or interested you are in this meeting. Yes, it is normal to get bored during long meetings but still, you need to make your body language attentive the whole time. There are some things that you need to avoid in the meetings such as playing with a pen, keeping the looking at your phone, looking over the shoulder of the person talking to you, etc. Even, if you want to bring a tablet during the meeting, you need to ask your facilitator for permission. You might think that these actions are normal, but it shows a rude and disrespectful attitude towards other people. The best option is to avoid such fidgety behaviour and to take notes and make yourself be interested in the subject that others are talking about.

## Eat and Drink properly

In general, coffee, and soft drinks are allowed to drink during the meeting. But you should ask whether food is allowed in the meeting or not. The best option will be to avoid food during the meeting, as it can create a disturbance while chewing it. But if it is allowed then you should eat properly with your mouth closed and not try to talk too much. If it is a lunch meeting then you need to eat quietly and you need to make sure that you are leaving your eating place like it was earlier, and clean things properly as required.

## Mute or switch off your phone

It's considered very rude and inappropriate behaviour to use a mobile device at an event. This can be considered offensive behaviour by others and will be a fast way to fall out of favour with others to interact with you.



# How to initiate a discussion at a Business Event

If you don't know how to start a conversation at a business networking event, then it can be a bit stressful for you. But you don't need to worry about it, we will help you on how you can initiate the discussion. You don't need to be intimidated by the confidence of other professionals because they were themselves probably also in the same state earlier in their networking endeavours. If it is hard to break the ice situation for you, here are some popular tips that you can follow to initiate communication at a networking event.

01

## Introduce yourself Confidently

The communication will get started only by introducing yourself to some person. You just need to approach other participants and start the conversation. Just say to them “Hi, I am .....” and give them a chance to introduce themselves. The classic first line as an “ice breaker” is to simply ask this question: What is your relationship with this event?

### Tips

The best thing in this situation will be to prepare the lines of up to 30 seconds so that you can describe your business in the form of an elevator pitch.

You can ask them “how are you doing” and some more things but make sure that you are leaving enough time for them to give answers. This is the best way to get personal with others. Some people share their business cards during the conversation while some share them afterwards. So, when you give your business card, try to let them know about the services you provide until they see what's on your business card. In this way, you can start the conversation at the point of business card sharing ritual.

## Start Asking Questions

After the introductions phase, you need to start asking some formal questions like “Are you having a good time and finding this event useful? After their answer then move to some networking event related questions. The networking event related questions will let you learn more about them, and you can build a mutual relationship with them. You can ask questions such as – “For which company do you work for and how is the company doing?” Let them speak about their career and the company that they are working at. Try to learn their reasons for attending this event and what they are expecting from this event to take away with them.

### “Have you ever attended these types of events before”

These types of questions will let you know about their experience at these types of events and how they help them.

### “Can you give some suggestions to a beginner in this field”

You need to ask this question with an approach to learn their expertise and show yourself as a guy open to learning.

### “Do you know the best places for lunch around here”

If you are not getting the other person to open up with them then ask for the best lunch place. As it will also let you learn about a new restaurant.

Asking these types of questions will make you feel comfortable with them. If they feel comfortable with you, they will share their business card with you.



## Find Common Interests

The main aim of business networking is to turn strangers into contacts. You don't know how many people there might be at the event with same common interests as you. You should talk to the meeting organiser to know the purpose of the event. If the people around are getting bored with the presenter's speech, then try to be humorous and keep smiling. As well as connecting potential clients, you may also connect with various other people and can perhaps offer job opportunities and leads. Just try to use some common topics relevant for the networking event that are interesting to the other person. The common interest you find with them can be a great asset for you.

## Invite Someone to sit beside you

Many people hesitate in getting touch with others pro-actively, so don't be passive. You should invite some person and let them sit with you at the same table. There is also an option to talk with them while eating, as it can create a relationship immediately. Many people don't know how to make connections in a business networking event, as they try to connect but fail. So let them sit beside you and attend the conference together for the best experience. Making this effort will also help them to mingle and you can reach your networking objective by making a network connection you did not expect.

## Make a plan to reconnect

We all have to wrap up the conversation when the event is finished, and we may think what will we talk about other topics in the future. But as we know many business events are taking place in various other locations and it is quite difficult for you and your connections to meet up again at another business event. You need to tell them why you want to reconnect with them in the future. There might be various reasons, you can show interest in their products or services, or even apply for a job in their company in the future, or the services you are providing will be very helpful for the project they might be are working on. You just need to provide them with a genuine reason so that they can remember you after the event is over.



# Body Language for Business Networking Events

Body language plays an important role in networking when you are meeting new people. As we know that the first impression is based on appearance and how you behave is something very important to project a positive personality. If you have planned to attend a business event, then you need to make sure that you are not repelling them with poor approach from your body language.

Karen Donaldson, a body language, and celebrity communication expert stated that **“The relationship between body language and networking is symbiotic. Your body language can help you be perceived as confident, friendly, knowledgeable, and more. It can also send the wrong message when aiming to build relationships with others,”** You should know that body language is sufficient either to build or create a relationship with strangers. The most amazing thing is that it is truly under your control to enhance your body language with some basic skills that can be acquired easily. Here are some of the factors that you need to keep in your mind for optimum results.

01

## Smile at others

You should know that Smile plays a key role to define your personality at a business event or any other encounter. When you are in a business event and someone smiles at you, it could be seen as an invitation to join the conversation with that person. To balance that, give a smooth smile gesture back to them. The moral of the story is that to create a positive image or to build a good network, you should always try to smile at the business event to send out good vibes.



02

## Make Proper Eye Contact

Having good eye contact is also essential, which shows that you are showing interest in the other person. Looking here and there will show your lack of confidence and it should be avoided at all costs. All the focus should be on the other person whom you're talking with, and your eyes shouldn't get distracted by different things in the room. You need to make yourself comfortable while making the eye-contact with them because it is your time to provide your credibility at a business meeting and your eye gestures plays a big role.

03

## Pay attention to your feet

If someone is standing in front of you, then they can easily judge whether you are interested in them or not by just looking at their feet positioning. Yes, here you need to be very careful, you need to pay attention to the person's feet to whom you are talking with. Your toes should be in the same direction or else the person will understand that you don't want to stand there in a comfortable posture. You need to be very attentive and make sure that the feet are pointing straight towards them to make a good impact.

04

## Give a proper firm Handshake

Handshake is another popular type of body language that shows how interested you are in that person. It is not just a formality, but it shows the level of confidence you have. There are different types of handshakes out there, the worst being the "limp" handshake. To master it, just use your right hand to shake and just touch their forearm from the left hand for just 2-3 seconds. It will show how attentive you are and how interested you are feeling after meeting that person.



## Mirroring

Mirroring is a good body language habit that will be very helpful for you in networking. Mirroring is about copying the non-verbal features of the person sitting in front of you. Like, if they have crossed their legs, just copy that, if they have hand fold, copy that too. Doing this will increase the comfort level of the other person and they will think that both of you have the same habits. As a natural preference, we humans always love to get the company of a person who is like us. Experts also believe that Mirroring can benefit you in many ways.

## Keep Appropriate Physical Distance

It is quite necessary to maintain some physical distance between you and the person whom you are interacting with. It is believed that there should be a distance of at least 1 to 2 meters. It will show your respect for their “physical space” and the correct etiquette to present yourself at a business event. Anything less than 1 meter will give a wrong message to the other person and that should be avoided completely. They will feel uncomfortable and intimidated. So, make sure that you have maintained the appropriate physical distance with the other person.

## Don't hide your hands

This is the key part of your body language for professional business networking. When you are talking with someone, make sure that your hands are visible. The hand expressions while talking with them will show that you are an open and honest person with integrity. However if you are hiding your hands then the other person will think either you are not interested in talking with them or you are not agreeing with what they are saying. Furthermore, hands visibility shows transparency which is essential to build a relationship with a new person.



## Watch your Stride

Another important thing you need to keep in mind is to go with intentional, calm, and solid steps when your name is announced on the stage. Your posture should be upright, and your shoulder should be a little back for relaxed look. Having this posture with long steps will show your positive and assertive attitude at the business event. You should completely avoid frantic quick paced walking. Apart from that, you need to make sure that you are reaching a place in a time but still, if you are being a bit slow then don't rush, it will leave a bad impact on your image and your leadership qualities will be questioned. You will never see a CEO hurry when they are late, so just calm down and go with a good solid pace walk.

## Don't fold the hands

It is a very basic and common thing that whenever we are sitting in a business event, we should completely avoid hand folding. You should have a straight posture with a positive attitude. Folded hands convey arrogance and disinterest toward a particular topic. No one in the business event will try to interact with you if you are sitting in that position because no person wants to build a network with a boring person.



# Dressing Attire Etiquettes for Business Meetings



Whether you are attending a business meeting with your clients or employer or with any other person, it is essential to wear the best Attire. The clothing style shows tells a lot of things about you and that's why you cannot compromise or take any short-cuts here. In the corporate world, it is always encouraged for people wear the best outfit to look smarter and professional. Similarly, you should get the best outfit for business networking events to build new connections. Here are some important tips to consider.

## Formal Attire for Women

**W**henever we talk about Formal Attire, we always remember a power suit but in reality, formal attire never means wearing a power suit. It can also be a good option to wear trousers with a formal shirt or if you want to look smart and comfortable, you can also opt for a skirt. As it mainly depends on the type of business meeting you are attending. You could wear a formal dress which classic and polished so that your personality can be appreciated. Typically, women always have various options to dress at a business meeting. Let us explore further. If we talk about the top half of the body, then a formal silk shirt with a blazer can give you an astonishing look. The blazer defines your personality and ensures that you are going with a proper colour combination for the bottom half. For the bottom half, you can go with skirt or trousers that matches your blazer with a proper colour combination.

Hairstyles are left to each woman to choose what they feel comfortable with most. When we talk about accessories then there could be a watch, a simple necklace, and classic earrings to enhance the look of your formal attire. For shoes, you can go with a pair that match with the outfit. Having a handbag can give you a more professional look and project femininity.

## Formal Attire for Men

Whenever we talk about Formal Attire for Men, we always think of a decent suit with polished shoes and a white shirt with a tie to compete for the look. But it also depends on your meeting type, and you can vary that accordingly. Having a nicely cut suit with a nice shirt can enhance your formal attire. To make the look more attractive, just go with a classic tie with a nice pair of oxford shoes. Commonly, the first impression of a person goes with the clothes they wear.

Before you get a chance to open your mouth to speak, you will be judged on your attire. There are various options available but still, if you are confused then let us explore a bit further. To enhance your top part of the body portion, a white cotton blend can be the best option, which will be perfect any business meeting. You can go with a plain white shirt or can also go with the textured white shirt for a bit different look. For the bottom part of the body, you can wear any trousers because a white shirt is perfect with every colour of jacket or trouser or suit.

Adding a silk classic tie can provide you with a more comfortable look and project a charming personality. Don't go with funky colours, as people will focus on your tie than what you are saying to them. For accessories, you can wear a simple watch or can also go with a black smartwatch as per your needs. The socks should be cotton so that they can be comfortable for you during the time you are standing and the colour always dark, so to go with brown or black shoes.

## Business Casual Attire for Women

If you are working in a casual environment, then it can be a more challenging situation for you to decide on your attire. In formal events, there are limited options for business attire. However, for casual meeting events, it can be a bit harder to decide what's best. We all want to impress our colleagues and potential customers and we can do it by a smart dressing sense.

Sonya Schwartz, founder of Her Norm says: "As a business expert, I believe that a professional's attire speaks a lot about him or her, as clothing can reflect a person's character. Make sure the apparel you wear to a business meeting is respectable and can help you feel better about yourself. A patterned top and a blazer would be appropriate for women, while a skirt and pants would suffice to pair them. For the bottom colour, dark blues would be ideal. Pairing the attire with heels is much better."



If you don't love to wear heels then formal loafers can also be the best choice. The main motive is to go in a comfort zone to give the best in the meeting. Still, if you are confused then we can give you the best suggestions.

For top wear, a silk shirt can be the best option while for bottoms, you will have various options such as trousers. Knee-length skirts and chinos can be the best option. Having a trench coat or a smart jacket can give you a polished finish look to your complete attire. For accessories, you can add a smartwatch and some other understated accessories that should not have a too bright look. For shoes, you can go with pumps, loaders, or normal heels to finish your casual attire.

## Business Casual Attire for Men

Once again for men, there are a lot of options to wear for business casual meetings. Formals can be good but to experience some uniqueness, you can go with a nice shirt. Matthew Paxton, the founder of Hypernia, says that "Business casuals are typically a mix of classic formals and contemporary modern patterns and crop wear elements... for males can be a combination of pants, a sweater, and a jacket, which is a variation of business casual yet still looks professional."



For footwear, you don't need to go with formal polished oxford shoes. You can also go with a pair of brown or black loafers to fit your casual attire. Still confused, here are some more basic tips that may help you.

For upper body wear, you should go with a cotton shirt or a plain Polo shirt for a different casual look. The jackets can be the best option for outerwear, and they should be either plain or checked. Traditional dark trousers can always be the best option to complete the casual attire but to make it a bit different, you can also add Chinos to it. Having a leather belt can be a classical and a sophisticated option for your outfit. Socks should be cotton and above the ankle are the most preferred option nowadays. For footwear, you can go with Chelsea, Brogues, or formal loafers.





# Top tips of Dressing Attire for Business Networking

Paying attention to the clothing you wear will help to project that you are prepared, planned, and have respect for others in the meetings. So here are some basic tips that you can follow for the best dressing Attire.

01

## Choose the best fit

It doesn't matter which formal colour you are wearing unless it has a proper fit. You should buy those clothes that are perfectly stitched and fit your body. The trousers shouldn't be too long and sweeping the floor, the shirt should be properly ironed because wrinkles can give a negative impression. So, choose wisely to wear good fitting clothes.

02

## Take care of your hairstyle

People should know that hairstyle is as important as your outfit. There should be a decent hairstyle where ladies shouldn't come with exotic hairstyles and colours which might be distracting to other in the meeting. The men should have trimmed and tidy hair.

03

## Go with a decent and subtle fragrance

Yes, fragrance plays an important role and almost all are habitual to using perfume or a deodorant. But here you need to make sure that your perfume or deodorant is not too strong to arouse unnecessary attention. A very strong fragrance may irritate others or bring on allergy attacks for some people. So, just make sure that you are going with a light and balanced choice.

04

## Natural Makeup

We know it is a special day for you, but it doesn't mean covering the whole face with foundation. Just try to go with very light makeup by adding a layer of mascara and basic lip colour. There should be only a hint of highlighter, not more than that. Your employer and other colleagues just want you to be natural and confident, they don't want irrelevant distractions caused by too much makeup.

05

## Accessories should be minimum

The business meetings tend to be professional, and we need to attend with minimal of unnecessary accessories. The accessories could be a simple classic pearl earrings and a pendant necklace for women. Men can wear a smartwatch or a classic watch. Your minimal look is always the best look and people just want you to come across as a conventional straight forward person.

06

## Stay Confident and Comfortable

After following all the other things, the last thing you should keep in your mind is to stay confident and comfortable with whatever you are wearing. To look more professional, never go with a dress that makes you discomfort. You will not be able to present yourself in the meeting unless you are comfortable with your outfit. The basic golden rule: Wear the clothes and not the clothes wearing you.





# Virtual Business Networking



There are people out there who are just too introverted or do not like the notion of any kind of physical face-to-face networking. So, we need to devote some words on this subject as with Covid-19 lockdowns, this form of virtual networking has become part of accepted business culture.

**Social media** platforms like Instagram and Facebook allow you to interact with different types of potential customers. Network platforms like LinkedIn, let you engage with other business professionals. To leverage your social network into a business network, join different groups and stay active on the message boards.

**LinkedIn** lets you network in a smaller platform, and you can employ a variety of networking techniques. You might not want to post your short company presentation in a forum, but LinkedIn is a good platform for sharing industry knowledge and finding events at which you can network in person. So that once you have met people virtually than it gets easier to meet them in person.

Posting regularly in a LinkedIn group and interacting with selected group members can help you become a top participant, which makes it easier for other group members to find and follow you. Make sure that your posts are high quality and helpful to build a good reputation that can be leveraged effectively.

With Covid-19 pandemic virtual networking events have become very popular. Virtual events appeal to business professionals because they are easier to attend, and you don't have to travel and so saving time as well. So virtual events, offer ways to network successfully with others -it's better than not networking at all. How effective they are compared to face-to-face business networking is hard to say.

## A short check list for virtual networking events:

- Check your webcam and microphone before the event.
- Make sure you have good quality and high-speed internet.
- Same Business Casual Attire rules apply, as described in above sections.
- Have your Digital Business Card ready.



# Conclusion



**T**his eBook has the main objective to make you aware about Business Networking and basic skills for effective networking. Reading this eBook is not sufficient but implementing some of the ideas described in this eBook into practice can help achieve some real tangible results.

Business Networking plays a huge role in our business and private lives to bring our emotional and knowledge growth to the next level as part of being and becoming a good person. Your personal character should be open and honest so that you can connect with strangers easily and build a professional master network for yourself. The more transparent you come across, the more effective you will be in your Networking endeavours.

You will meet many professionals at business events that you would like them to be part of your network. Some of these professionals are cool and convey a natural superiority about them. Don't be discouraged by this, just remember all these professionals also started at the bottom and have acquired the desired skills for networking by attending many events. So, it is down to practice, practice and more practice. The more effort you put in the better you will get at it.

One of the side benefits of business networking is for you to be able to “calibrate” your business skills and knowledge against your equal peers.

**In summary these are the ten Golden Rules that you should follow for effective Networking:**

- 01** Create a Strategy of what you want to achieve.
- 02** Prepare an “elevator pitch”.
- 03** Get out of your comfort zone.
- 04** Keep attending as many events as possible.
- 05** Listen and respect other people’s space and not get too close.
- 06** Follow up after events with some people of interest.
- 07** Stick to good networking etiquette and not be too pushy.
- 08** Dress to impress.
- 09** Make eye contact when you shake hands (make it a firm handshake).
- 10** Do not be selfish and only focus on what you want.

Finally, invent your own networking rules that you feel comfortable with, based on your own personality.

In today’s global business environment, it is all about Innovations in Digitisation, Sustainability and Standing Out. Do your business cards meet this criterion, and do they connect and inspire action in a meaningful way in the Digital world? In the paperless digital age and is the paper printed business card an effective networking tool? Do you want to leave a “Digital Footprint” or a “Carbon Footprint”?

Build strong and long-lasting bonds for a master network. Happy and profitable Networking!!