

## *Relationship Networking – a Recruiting Technique*

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“*Relationship Networking*” is a phrase I use in my book, “Leadership – it is not just for Leaders”. It combines relationship building and networking. I believe you can’t network effectively if you don’t first build a relationship. Here’s why.

Networking, by definition, is the connecting of parts. In the business world, it is the connecting of people. It is about bringing people together who can do something for each other. It’s about mutual benefit. If both parties don’t benefit, the network ceases to exist.

At it’s lowest level, networking is the exchange of business cards. In it’s highest level, it develops into a long term relationship whereby both parties profit. This profit can be financial or emotional. For example, the small business owner may choose to network for a number of reasons – to get referrals (financial), to find someone to act as their coach (emotional) or to recruit and hire new employees. (both financial & emotional).

Most jobs are filled through networking. You will reduce your cost for recruitment if you are consistently on the look out for new people who fit your company culture.

Networking is survival for the small business owner. The majority of new business comes through referrals and referrals come through networking. Networking exists everywhere –from the numerous networking events held by private groups and Chambers of Commerce to social activities that you attend with your friends and acquaintances. And yet most people are uncomfortable doing it. Why?

It doesn’t come naturally to very many of us. It takes us out of our comfort zone. It is hard to ask someone you don’t know for something. So what can we do about it?

Start ‘*relationship networking* “ . Go beyond the simple state of networking. Go *Beyond Networking* ...

Incorporate relationship building into your networking. Relationship building is about commitment and a genuine desire to help one another in any way. Accept this as your challenge. Go to the next networking event you have scheduled with the sole purpose of helping someone else. Then do it again at the next one. In time it you will see that it pays off. Others will be eager to do something for you because you have taken the first step. Maybe they know someone who would be that perfect fit for the position you are trying to fill. You have helped them, why wouldn’t they refer a prospective employee to you? You have built a relationship through networking that will last lifetime with both parties reaping the benefits.

Be patient. Success doesn’t happen overnight.

Be consistent. Use *relationship networking* to recruit on an ongoing basis.

*Relationship networking* will deliver.