

Networking Goals

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SPECIFIC



MEASURABLE



ACHIEVABLE



RELEVANT



TIME-BOUND

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As business owners and entrepreneurs, it is essential to not only network, but have networking goals. Do you have goals for your networking objectives? How do you envision networking success and building quality relationships (both personally and professionally)?

Do not leave your networking to chance. Studies and research show the importance of setting relevant and meaningful goals. Here are some facts/statistics¹:

- Setting goals keeps you persistent in business success²
- Having a greater understanding of the goal has more chances of accomplishing the plans³
- People who write down their goals are 20% more successful in accomplishing them than those who did not⁴
- Keeping goals top of mind is very important. Also, being intentional and focused on your networking goals has many benefits, including, but not limited to:
 - Enables opportunities for business growth and development
 - Keeps you on track for reaching milestones and successes
 - Offers opportunities to benchmark and assess methods
 - Directly impacts the productivity and viability of your networks

Needless to say, having networking goals can enhance your experiences and interactions. Along with setting S.M.A.R.T. (eg. Specific, Measurable, Attainable, Relevant and Timebound) goals, also consider these tips:

- Select an accountability partner for support
- Consider altering and adjusting goals (when necessary)
- Do not compare yourself to others, and work according to your standards
- Celebrate wins (big/small), learn from mishaps or unexpected occurrences
- Successfully complete a goal and move on to the next

Last, but not least, align your networking goals with your business objectives or personal endeavors. Rely on your values and beliefs to properly guide you along the journey. Additionally, your goals should:

- Reflect your brand or value proposition
- Be related to your business goal and mission
- Support areas of your business plan

Definitely use these tips and advice to properly create networking goals. Also, gain accountability and support to ensure that you are staying the course. Once you have successfully completed your goal(s), refresh and create new ones.

Happy networking and stay safe. **TE**

Sources:

¹ <https://www.kathkyle.com/goal-setting-statistics/>

² Wu, Matthews and Dagher, University of Texas

³ Yukl and Lathman

⁴ Matthews Research Summary



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