

The on-time vs timely networker

by Chi Chi Okezie, contributing writer

Networking continues to offer several nuances and challenges in regards to building relations and a strong network. It is key for professionals to have a solid networking plan, as well as a sustainable method for building, fostering, and growing relations. This leads to asking a very overlooked question: Are you an “On Time” or “Timely” networker? Both terms may appear similar, but have different meanings. In this article, let’s take a deep dive into the meaning of the terms, the pros and cons, and which one best identifies your networking style.

The On Time Networker

This individual is spot on when it comes to networking. They have developed and executed a networking plan, and strive to intentionally build quality relationships. They are considered “on time” because they always show up ready, prepared, and anticipating the next step of action.

Although there are many benefits to being an “on time” networker, this persona may also encounter a few shortcomings. Listed below are some dilemmas that they may encounter:

- inability to be agile or flexible when changes occur
- focuses on the long term and forsakes the present moments and opportunities
- believe networking is linear, and can miss out on unexpected opportunities
- prefers their comfort zone and may not have a diverse network(s)
- underutilizes networking to develop and expand their skill sets.

The Timely Networker

This individual is more reactive than proactive in regard to networking. They network when a need, situation, or occurrence arises. This can be great from a spontaneous and open standpoint, but may not be helpful when it comes to being organized and prepared. Timely networkers can seize the moment and be in the present, but lack sustainability and long term goals. Planning is a key element that needs their attention. Although this persona can skillfully



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connect with others, they lack certain elements for maintaining a strong network. Listed below are some dilemmas that they may encounter:

- Inability to establish a strong foundation for networking
- Focuses on short term rather than long term and can miss opportunities
- Does not utilize networking to its fullest capacity
- Prefers surface relations rather than deep connections, partnerships, etc
- Needs to evaluate the success of their networking and efforts.

Which category or persona best describes you? Or are you a little bit of both? Either way, evaluating your networking strategies and approaches can greatly improve your outcomes.

Thus, allowing you to successfully reach your desired goals. Consider these styles of networking and make adjustments to your current approach. Be open and flexible to pivot where necessary. As well as celebrate and appreciate where you find success. Definitely use these tips to master the art of networking and build quality networks and relations. **TE**



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