



## NETWORKING IS...

### People Talking to People to Gain:

**Ideas**  
**Information**  
**Opinions**  
**Resources**  
**Referrals**

### For A Desired Purpose

- It is people talking to people for ideas, information, advice, feedback, and suggestions.
- It produces information — and information is power.
- It is the most valuable method for helping you achieve your objectives and goals in every part of your life.
- It is making others feel good about themselves and about you.
- It moves you forward.
- It gives you the power to act, rather than waiting for others.

### WHAT NETWORKING IS NOT —

- It is NOT ASKING FOR A JOB!
- It is not just asking for favours.
- It is not just collecting a big list of names to impress others.
- It is not small talk or idle chitchat.
- It does not always bring immediate results.
- It is not just using a contact once — it is developing contacts for a lifetime.
- It is not, ever, a waste of time or effort.

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