

Tips for Professional Networking in Geneva

1. **Few people want to invest in starting a conversation, let alone a relationship with someone who is going to simply disappear.** That is why being a regular is so important.
2. Attend, repeat, repeat, repeat... and don't expect immediate results, **give yourself 9 months, minimum** with a particular group.
3. As you **become a "regular face"** you will find other regulars will begin to acknowledge you. A nod, perhaps a smile...eventually this will lead to discussing the weather and then more meaningful conversations.
4. Always use your full name and a real picture. **People like to meet real people, genuine people, confident people.** Else they might think "What are you hiding"?
5. **Bouncing from group to group doesn't build relationships, only desperation.** Now look at your profile, others will. How do you come across? Don't be afraid to prune the number of your interests and groups, severely.
6. **Think of networking as part of your job**, after all, it's about you, your career, your success, your business and your professional life.
7. **80% of jobs and business opportunities in Geneva are never published.** Often when they are, they are just following internal protocol with the opportunity already given away.
8. Smart people know this, they also know that **the best time to be networking is when you are in a job!** Which makes it all the harder to find the time, energy and discipline. Nobody said being smart was easy!
9. When you meet someone: **"Be interested" rather than "Be interesting"**.
10. Finally, but not least: **"Give first"**.