



Cultivate your network to generate opportunities

The challenge

The value of a network of contacts depends in large part on the opportunities that it enables us to identify—which we do not hear about if we limit our circle of contacts to the people immediately necessary to get the job done. An extended network is thus a factor that facilitates good luck, though chance meetings, pieces of information overheard by chance, introductions at the right time. Indeed, these are all factors which are often decisive to success. Yet, it takes a lot of time to develop and maintain a network of contacts. Experts recommend spending at least 10 percent of working hours on this. How can we optimize our time to ensure that the network we build will generate opportunities and enable us to seize them more easily?

Cultivate your network

Building an effective network of contacts requires regular effort over time based on a clearly defined strategy.

