

The Business Connector

A Quarterly Newsletter from AmSpirit™ Business Connections

Our Networking Piggy Bank

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Would we be motivated to network if whenever we met someone, we got a few cents? What if additional monies flowed to us as we cultivated that relationship?

Would we be inspired to take action if we got a nickel when we shared information with someone? How about if we got a dime if we encouraged someone? How about if we got a quarter or two for referring someone a new client?

Our initial reaction is probably, no way. If we only get a few cents for meeting someone new and only a dime for this and a quarter for that, it is not worth it. Our networking effort would never seem to amount to much.

But let's think it through more carefully. Can a few cents here and there ever amount to something meaningful? Think. Think back to our childhood.

As kids, we all probably had at one time or another that small container or receptacle that was difficult for us to open but simple for us to deposit our occasional small handful of spare change.

Some of us simply used a jug or bottle. For others we had containers that represented antique cars or cartoon figures. And a few of us were lucky enough to have one that neatly sorted the coins we deposited.

No matter the type, size or shape, however, we proudly referred to this holder of our great hoard of wealth as our Piggy Bank. Although our bank may not have been pig-shaped, the term was certainly fitting. It symbolized our efforts to hog away our money.

We hogged away monies we found in the couch and in car seats. We hoarded away monies from the Tooth Fairy. And we salted away monies from our allowances and periodic gifts.

Day after day, week after week and month after month, we saved. We saved a penny here. We saved a nickel there. We saved a handful of dimes. And occasionally we were able to drop in a quarter or two.

Then one day we decided to actually see what we had squirreled away. With any and all means available we pried our Piggy Banks open. From within came pouring out a seemingly endless stream of coins.

It was at that point that we realized what we had – a small fortune, at least for a kid. We may have even had a couple hundred dollars. This was absolutely amazing. After all, the money had literally only gone in a few cents at a time, or so it seemed.

This was our own little personal IPO. We were now in a position to buy virtually anything that a kid would need or, better yet, literally everything that a kid could want – candy, gum, toys and bikes.

Whether or not we still hoard our spare change, we need to approach networking as being no different than stashing dimes, nickels and quarters in a Piggy Bank. In fact, we all have a networking Piggy Bank.

Our networking Piggy Bank does not hold United States Legal Tender. It holds social capital. This is the end result of our networking efforts and it

measures how those we interact with enhance our lives.

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Instead of earning the contents of our Piggy Bank by doing chores or singing for Grandma, we interact with the people around us. We reconnect old friends. We refer clients. We introduce others to new people. We share information. And we offer support.

Instead of converting our social capital into toys, bicycles or even possessions more suitable for adults, we use it to acquire more of the same: Being reacquainted with old friends. Being referred to clients. Being introduced to new people. Being given information and encouragement.

Certainly meeting just one new person, like saving a single penny, is in and of itself not substantial. Like saving a nickel here and a quarter there on a periodic basis, however, the impact of our networking begins to mount.

Over time we accumulate a small fortune of social capital. This is done simply one introduction, one encouraging word, and one referral at a time.

Then one day, our networking Piggy Bank is teeming to the brim. At this time, just like when we were kids, we can use its contents to achieve literally anything we need and get virtually anything we want. ✓