



Networking for People Who Hate Networking: A Field Guide for Introverts, the Overwhelmed, and the Underconnected

Devora Zack

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Shows how the networking-averse can succeed by working with the very traits that make them hate traditional networking

Written by a proud introvert who is also an enthusiastic networker

Includes field-tested tips and techniques for virtually any situation

Are you the kind of person who would rather get a root canal than face a group of strangers? Does the phrase “working a room” make you want to retreat to yours? Does traditional networking advice seem like it’s in a foreign language?

Devora Zack, an avowed introvert and a successful consultant who speaks to thousands of people every year, feels your pain. She found that most networking advice books assume that to succeed you have to become an outgoing, extraverted person. Or at least learn how to fake it. Not at all. There is another way.

This book shatters stereotypes about people who dislike networking. They’re not shy or misanthropic.

Rather, they tend to be reflective—they think before they talk. They focus intensely on a few things rather than broadly on a lot of things. And they need time alone to recharge. Because they’ve been told networking is all about small talk, big numbers and constant contact, they assume it’s not for them.

But it is! Zack politely examines and then smashes to tiny fragments the “dusty old rules” of standard networking advice. She shows how the very traits that ordinarily make people networking-averse can be harnessed to forge an approach that is just as effective as more traditional approaches, if not better. And she applies it to all kinds of situations, not just formal networking events. After all, as she says, life is just one big networking opportunity—a notion readers can now embrace.

Networking enables you to accomplish the things that are important to you. But you can’t adopt a style that goes against who you are—and you don’t have to. “I have never met a person who did not benefit tremendously from learning how to network—on his or her own terms”, Zack writes. “You do not succeed by denying your natural temperament; you succeed by working with your strengths.”

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