

What's Your Networking Style?

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Finding the “secret sauce” of networking— that little extra “something” that separates the casual networker from the networking pro translates to a business person seeking to identify where you naturally gravitate and where there might be potential relationship tension.

The **Direct** networking style values results, speaks, thinks and acts quickly. A person with a strong Direct style may seem impatient or “pushy”.

The **Expressive** networking style values making connections; this person is lively and outgoing. To others, however, this style may seem scattered.

The **Supportive** networking style values sincerity and steadiness. Supportive networkers are steadfast in their approach. The Supportive style may seem slow to accept others who move more quickly.

The **Analytical** networking style values accuracy and details. When networking, this person is methodical in speech patterns and decision-making. Precision is important to this style, so the Analytical networker may seem nitpicky or critical if something is too “off the cuff”.

The graphic below provides a snapshot of the four basic

styles.

D:

Priorities: getting immediate results, taking action, challenging self and others

Motivated by: power and authority, competition, winning, success

Fears: loss of control, being taken advantage of, vulnerability

You will notice: self-confidence, directness, forcefulness, risk-taking

Limitations: lack of concern for others, impatience, insensitivity

Questioning
Logic-Focused
Objective
Skeptical
Challenging

Active
Fast-paced
Assertive
Dynamic
Bold

E:

Priorities: expressing enthusiasm, taking action, encouraging collaboration

Motivated by: social recognition, group activities, friendly relationships

Fears: social rejection, disapproval, loss of influence, being ignored

You will notice: charm, enthusiasm, sociability, optimism, talkativeness

Limitations: impulsiveness, disorganization, lack of follow-through

Accepting
People-focused
Empathizing
Receptive
Agreeable

D

E

A:

Priorities: ensuring accuracy, maintaining stability, challenging assumptions

Motivated by: opportunities to use expertise or gain knowledge, attention to quality

Fears: criticism, slipshod methods, being wrong

You will notice: precision, analysis, skepticism, reserve, quiet

Limitations: overly critical, tendency to overanalyze, isolates self

Thoughtful
Moderate-Paced
Calm
Methodical
Careful

S:

Priorities: giving support, maintaining stability, enjoying collaboration

Motivated by: stable environments, sincere appreciation, cooperation, opportunities to help

Fears: loss of stability, change, loss of harmony, offending others

You will notice: patience, team player, calm approach, good listener, humility

Limitations: overly accommodating, tendency to avoid change, indecisiveness

Diagram adapted from “Everything DiSC Workplace”, Alex Bradley, pg. 7, May 2009.

When interacting with people try to “read” some clues to their networking style. Modify your approach a bit— as if you were moving your speaking-style more “towards” their style. The key is to recognize your preferences and know others may approach networking differently. It’s not bad, just different.

You build rapport by modifying your mindset; you are better able to network with all styles creating an active network.

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