



› Driving the economic development of Queensland ‹

Networking

A successful business is like a spider and its web. A successful business builds a network around itself, to protect its livelihood and to attract other businesses and people to help it succeed.

Unfortunately some business owners also wrap themselves in a cocoon and hide from the rest of the business world.

Successful businesses should form an important part of their professional community, by networking with local colleagues, joining industry or professional associations or sitting on committees.

Meeting people with the same business interests can be a valuable resource and an insight to new ideas, services and people.

Business people could also become active in their own local community - sponsor the nearby schools, initiate community activities, and attend local Chamber of Commerce and P & C meetings. Often the business that supports its community is likely to be supported by them in return.

A successful business must make itself known to the right people - the business leaders, the policy makers and the community members. It does not take a lot of effort, but it does put the business in a positive position and give it a high profile.

Networking is all about selling the business to others as a professional, concerned and innovative organisation.

Further information

The following fact sheet provides further information on these issues:

- Business planning