

Addicted to the rush from that fast and furious function? Take a moment to slow down and discover the lasting high of getting to know people the old-fashioned way...

Barely a day goes past that you don't hear comments about how busy people are with their home, work, family and social lives. Contemporary life does demand a great deal from us, so it's no wonder we now have a quick fix for just about anything that requires personal interaction – from speed dating to even quickie divorces...

In the business world, where speed networking is the latest craze, people are flocking to functions, feeling great about all the flesh they've pressed and business cards they've gathered. But how do they feel in the morning?

To me, 'speed networking' is killing the very thing that makes networking a success – the chance to build relationships that provide a buzz to last the long term.

Will speed get us there faster, better, stronger or are we getting addicted to a bad behaviour?

Do you like speed networking because it makes you feel very good and confident, alert and energetic, excited, helps you talk a lot, take more risks than usual?

When you are speed networking does your heart beat faster? do you breathe faster?, feel less hungry?, does your blood pressure rise?, do you move more quickly? Or are you left feeling anxious or panicky?

Either way, these are some of the listed side effects of the actual drug SPEED. Described by The NSW Department of Health 2004 as an amphetamine stimulant, because it speeds up the brain and nervous system.

The NSW Department of Health further warns that if you use speed often and for a long time you may experience relationship or work problems. Coincidence or is there some truth? When under the influence of speed, users also find relaxation difficult – is this what we want?

Take a deep breath to make the net work for you...

Relationship development and management takes skill and strategy, with so many factors that can contribute to a successful introduction, it is vital you take the time to re-assess your methods.

If you are not getting the results you are looking for, that is because **networking** takes work. In fact the name itself suggests so. The Oxford Dictionary defines a **NET** as 'a system for selecting or recruiting someone' and **WORK** as 'activity involving physical or mental effort done in order to achieve a result'.

A few tips include; **preparing conversation** to meet a few high quality contacts instead of many potential unqualified ones. Focusing on **creating a strong rapport** and foundation for business and ensuring you **follow up in a timely and personalised way**. Overall, it is proven that by taking the time to invest in your self and the strategies you employ, the results will follow.