

NETWORKING WITH THE OPPOSITE SEX

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There are a lot of successful networking tidbits you've all learned over time, and Lori-Ann and I have also shared with you.

This topic, however, is the pink elephant in the room that no one talks about, but is very much an existing challenge. Approaching someone from the opposite sex, at a networking event, and not looking like you're either hitting on them, or get hit on yourself rather than being taken seriously.

I'm referring only to situations when no one else can introduce you, and when the person is a complete stranger to you. We often miss out on connecting with those people, and you never know what you could be missing.

Today is Part 1 of 2.

Part 1 – The Ladies

Ladies: How can you approach and network with a man you don't know, without them thinking you're just trying to flirt with them, and without being hit on.

1. Have a clear intention – what are you there to accomplish and for what reason are you approaching this particular person.
2. Stand up straight, with your chin level, a solid handshake, a clear voice, and solid projection. Be careful not to puff out your chest.

3. Dress appropriately, and if you don't want them to stare at your cleavage, don't wear something that exaggerates it.
4. Laugh, not giggle; so be careful how many you have to drink.
5. Don't touch them, unless you've established a very clear professional structure.
6. Chit chat is great, but if you notice that the gentleman is beginning to flirt with you in a direction you're not interested in, you don't have to feel uncomfortable or cut the conversation short and walk away. Instead, try making an immediate, direct, but at the same time positive shift to a business topic.
7. And finally, if you leave them with your business card, be very clear why you're doing so and what they should do with it.