

Uncovering the Art of Networking

In the days leading up to the ISM Business Symposium, I was unsure how to feel about the event. I was excited to meet ISM students from across the district and learn about the different experiences and passions they had but I didn't know what we would be doing during the majority of our time there. After our tumultuous journey to Rockhill High School where we had to pick up two fellow ISMers from Heritage, I finally arrived at the Business Symposium. When the event was finally kicked off and we made our way upstairs to the library I was at a loss for what to do. There were so many professionals from all walks of life and it just wouldn't be possible to hear all of their stories. I tried my best to hear as many stories as I could such as from Mr. Joey Putnam who discussed his experience in business and finance. I also met with another lady who was telling me about her business in sports marketing where we discussed how she found clients to work with and this was where I was first introduced to the idea of building up my connections. She told me that most of her clients just came from the network of people she knew who would all recommend other people they knew to utilize her services. This came as a big discovery to me as I always taught that businesses had to do tons of marketing to get their name out there and begin having clients to work with but with this new knowledge I realized that I could just focus my time on building strong personal connections with professionals. I noticed that the power of networking was a lesson repeated by every professional I had met there. Even those on the panel said that their network was their strongest asset allowing them to expand their business and clientele. This led me to conclude that expanding my network is the best way to ensure my own success so now my LinkedIn is a never-ending flood of connection requests!