

March 2006 Newsletter

We've all heard about the value of 'networking' for either individuals or businesses but many remote workers wonder if it is really relevant to them.

Sitting at home, with technology to bring you close to your colleagues, it can be hard to believe that there's still a need to get out and meet people. However, the evidence suggests that **networking remains an incredibly important ingredient for success** in both companies and individuals.

It is well recognised that individuals can **gain support from their network**, in terms of personal development and future careers*. What is less often commented upon is the role of informal networking in **stimulating creativity and innovation** within businesses**.

Managing a remote or dispersed team has many challenges but greater awareness of the need to encourage social networking does not need to add to this burden. Andrew Parker offers the following advice in his book 'The Hidden Power of Social Networks: Understanding how work really gets done in organizations':

1. Focus on people who are new to the organisation or who have had a change in their positions and ensure they are **integrated into existing social networks**
2. **Allocate resources** for meetings and events which reinforce personal networks
3. Make sure meetings involve people in **collaborative and problem-solving activities**, not just listening to presentations
4. Technology should be used to **maintain** strong social networks, **not to develop** them
- 5.

Chris Fox of Canning International agrees that a face to face meeting is essential at the start of any new project. He suggests that not only is creativity reduced if remote teams do not get together occasionally but, more worryingly, so is clarity. **Without clear objectives, processes and communication, teams become unhealthy.**

If you or your team would like to experience the benefits of networking in an informal environment, Preseli Venture's [Activity Conference packages](#) might be just what you are looking for. With a **balance of formal presentations and collaborative problem-solving events, your social networks can't help but grow stronger.**

To learn more about our Activity Conferences or Corporate Events, call **01348 837709** or email info@preseliventure.com.

Kind Regards,

Preseli Venture

