

# Good networking in business communication research paper example

[Business](#), [Company](#)



Networking is the process of reaching out to various people in order to build relationships that will be of mutual benefit to both parties (Sridhar and Saha). It involves both personal connections which are done at one on one level and business connections which will be made in more formal ways. The main reason a communication network is created is so as to allow movement of information from one person to the other and hence it is an important tool in communication. It allows faster travel of information around all contacts while at the same time ensuring that only relevant information gets to the members. Networking will be important to all parties involved as it will make it possible to have an easier conveyance of information between the parties' involved about any references or referral for job opportunities that might be available for any of the parties.

Networking with individuals who are expertise in their fields will help disseminate information to other members. The members in a certain network of people will have the fields in which they are experts. Networking will help the other members of the group to benefit from the expertise. But for there to be an effective mode of helping each other, communication is paramount and should be encouraged among all members.

In the networking, one should pay more attention to listening. If relevant questions and enquiries are asked, it becomes an easier task to do (Harris). Networking will help sort out only the relevant information since there is much business information that circulate. Networking will help this communication be of great effect. This is because it will sort out the data that is not needed to leave only the relevant information. This information may range from new business opportunities or presence of new refer which

have been posted lately or which best suits the details of its user.

Networking will help different businesses to evolve in their products. Good business networking will ensure that different companies on the same line of production will communicate effectively about the latest products, this will help phase out irrelevant or items that are low in demand or that are too high in cost, but with low rate of returns (Castells). Without networking, this would have been impossible and hence by this communication; it becomes easier to phase out irrelevant products.

Communication through networking will help individuals attain better employment. Companies will be encouraged to compete for talent as individuals will use the networking platform. This will act as a platform that will promote employees to be open for better opportunities. Employers will expect the employees to maintain a strong network between them and other employees in other companies. The employers will encourage employees to retain these links so that they can always alert the management on any competitive advantage that the competitors might have earned over the company

Networking in business will ensure there is more conversation than a straight line of communication. Networking is a two way process; it will involve submission of the information and feedback. For an effective networking system, people must share ideas on different platforms so as to be a two way process where there will be immediate feedback after the information has been provided. It's on this essence that clarity in the communication will be emphasized. Since networking will involve communication that will help in making long term decisions, it encourages the information delivered to be

clear and straight to the point.

Networking will always ask for feedback as this is one of the major ways of maintaining long term relationships with the members in the group. There will always be regular communication with the people in the network so as to seek for inputs on doing things. Networking is all about consulting each other and establishing how things are done and the best way to do them. This cannot be achieved without effective communication that will be through either day to day conversations or through formal surveys with the members of that particular network program. Communication in a business brought about by networking will make both the employees and the employers to be confident. Confidence in the employers will be brought by the fact that they will be able to predict the demand of their new service since they are already equipped with information about what their rivals are up to. Effective networking will also help employees to receive fair remunerations. This is because they can consult with other employees of different companies to establish the latest trend in the payment so that they can compare themselves with them (Misner).

As seen on the study, it is clear that networking is one of the best ideas in the communication, in the business this is because it will help both employees and the employers in a certain company to ensure that relevant and latest information reaches the business on time. The timeliness of the information passed to the employees and the employers will be of key importance as different businesses tend to appreciate the fact of having the latest technology so as to avoid loss of customers and also ensure that it produces its products and services at the lowest cost possible.

## **Main Points**

- Definition of networking
- Main importance of networking
- Networking with experts
- Effective networking
- Network communication
- Feedback in network communication
- Conclusion

## **Works Cited**

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Sridhar, Varadharajan and Debashis Saha. " Networking in Business Communication." International Journal of Business Data Communications and Networking (2013): 50-62.