


THE ACTIVITY

In order to shift from reactive to proactive networking, we need to become aware of what we are doing already. It can be difficult to reflect upon knowledge that subconsciously guides our world, because we rarely acknowledge or reflect upon it ourselves.

The ACORN project believes this knowledge can be revealed by “telling” ourselves our “life stories”, through recollections of particular situations (Strauss and Corbin, 1990).



Reflect on the following QUESTIONS

Think of a situation where you...

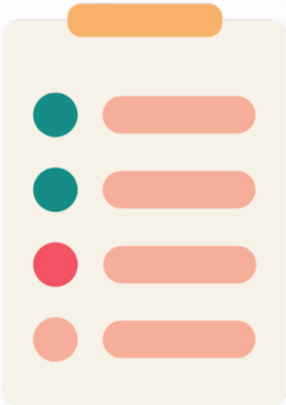
... had a positive outcome with your business

Who/what helped you get there?
What did you do to create the situation?
What value did you bring to the situation?


... were networking

How much of your networking is reactive?
How much is proactive?
What has the impact for you in these situations?

Take a look at your list of Network Actors.



How do you interact with them?
And when/how often?
Do you need to change your approach?

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THE THEORY

Reactive vs Proactive Networking

Reactive networking is built off your existing networks. It reacts to what you have already achieved and helps you keep track of the relationships you have created. This is great; however, it doesn't help you create new ones. Even though reactive networks work correctly according to their design, they are inhibited by their reactivity.

There are other ways to build a network. In proactive networking you can explore new and old relationships. You wouldn't have to import your personal life, you can find these amongst your friend groups, communities, and what you are curious about and to then go and freely interact with them.

A proactive network is an environment you can interact with. It's not a reactive network because it's built for you to use, not for it to use you. It 's not reliant on you importing your life and doing all of the work, it's about creating your life and exploring all the possibilities. Proactive networks would allow me to define what environment you interact with and make new relationships instead of having only the existing ones.

Proactive networking is where the magic happens.

Think of a situation where you felt that you had a positive outcome

- *Who/what helped you get there?*
- *What did you do to create the situation?*
- *What value did you bring to the situation?*

What type of networking do you partake in?

- *How much of your networking is reactive/proactive?*
- *What is the impact for you?*

Take a look at your list of Network Actors.

- *How do you interact with them?*
- *And when/how often?*
- *Do you need to change your approach?*

Developed by our organizations

