

# Communicate and Network Your Way to More Success!

by Lillian D. Bjorseth

Duoforce Enterprises, Inc.

2221 Ridgewood Rd.  
Lisle, IL 60532

630-983-5308  
630-983-5312 (fax) [www.duoforce.com](http://www.duoforce.com)  
[lillian@duoforce.com](mailto:lillian@duoforce.com)

Volume 2 Issue 3 May 2005

*Welcome to the fifth issue of Communicate and Network Your Way to Success. My mission is to provide you with valuable information that you can use immediately in the office and at off-site meetings, conferences and other opportunities to build relationships. I'll also keep you up-to-date on public workshops, events and products I offer to help you hone your skills and grow your network.*

*Contact me directly for conference and meeting keynotes, workshops, in-house training or skills coaching in vital business networking and business development, communication and team building skills. You - and your audience/employees - will be glad you did!*

## In this issue:

1. **What You Say Before You Speak, Part I**
2. **Don't Wait Another 10 Seconds!**
3. **Want More Exposure at Fourth Great Chicago Networking Extravaganza?**
4. **Ask the Networking Authority**
5. **A Good Woman is Hard to Find: Women and Networking**
6. **Web Rivals TV for Eyeballs**



## What You Say Before You Speak

The success of any personal encounter begins the second someone lays eyes on you ... often long before either of you speaks. People may decide 10 things about you within 10 seconds of meeting you. Their decision is made by looking at you and is based on your image, a combination of appearance and behavior, and it is equally applicable to men and women. That's why dressing appropriately is a key factor in your success in the office and at meetings, conferences and other networking opportunities.

The business casual look that became popular about 20 years ago has made it more difficult to look as professional and powerful as before B.C. While some laud the trend, others think it shows less respect for self and others and leads to a less professional environment and work. Choose the look that works best for you (business casual or traditional) and make sure that choice helps you meet your career goals.

Color, style and fit are the *one, two, three punch* in your appearance arena. Color affects people physically and psychologically. Become attuned to the effects of various colors and how to gear them to your advantage for each meeting or relationship-building opportunity. The right color varies with the event and sometimes aces out your favorite or most complimentary color. It can be more important to create the right impression, mood or feeling. You may be able to use accessories in your best colors to accentuate your features.

This month, we'll examine the important role color plays in your appearance. In

our next issue, we'll look at the function of style and fit. In future issues, we'll examine behavior.

Here's a sampling of what various colors "say":

- **Black – most powerful color, dignified, sophisticated and most slimming, too!**
- **Blue – calm, reliable, serene**
- **Brown – dependable, practical, stable (not a power color)**
- **Gray – success, perception increases as shade deepens**
- **Navy Blue – authority, knowledge, responsibility**
- **Pink – friendly, flexible, sensitive, approachable, feminine**
- **Red – adventurous, exciting ... but also sexually arousing**
- **Teal ... Dignified, prestigious, sophisticated (one of Duoforce's color)**
- **White – clean, formal, sophisticated (Ivory, Duoforce's other color)**

A male engineer at a leading manufacturing company said after a workshop that he was stunned at how much color influences the impression he makes. All along, he thought it was what he said that affected people the most! A man who reached the director level at a fast-food chain shared that he thought all the men at the top instinctively knew how to dress. It wasn't until he became one that he knew they had coaches!

Another man brought his daughter to one of my workshops and later said that no woman should graduate from college without having heard me speak or read my materials on the subject.

Women have such a plethora of choices in styles and colors that they need to be particularly astute in choosing proper attire for the work place. While it may appear that rules have been relaxed, my experience shows me unwritten dogma still prevails. I know firsthand from my days in corporate America that top-level people do discuss the dress and behavior of others ... behind closed doors.

What do you "say" without speaking? The choice, as always, is yours.



### **Don't Wait Another 10 Seconds!**

Want to learn more about this fascinating topic? You have several options.

- Visit [www.duoforce.com/ldb/nhuwc.htm](http://www.duoforce.com/ldb/nhuwc.htm) to purchase Lillian's workbook and CD on the subject.
- Contact Lillian at 630-983-5308 or [lillian@duoforce.com](mailto:lillian@duoforce.com) to schedule a keynote, workshop or in-house training.
- Visit [www.duoforce.com/ldb/direct2-services.htm](http://www.duoforce.com/ldb/direct2-services.htm) and click on "online seminars."
- Attend Lillian's luncheon program on "What You Say Before You Speak" for the Women's Business Council of the St. Charles Chamber of Commerce on May 26, 2005. Call the chamber at 630-584-8384 for more details.



## Looking for More Exposure at the 4th Great Chicago Networking Extravaganza?

Contact me now about our three corporate sponsorship levels or our not-for-profit one. In addition to the great PR at the October 12, 2005 event at the Mid-America Club, you will immediately be listed in our flier already posted at [www.duoforce.com](http://www.duoforce.com) and in our ensuing media and other marketing efforts. It's your opportunity to be associated with the premiere business-networking event in Chicago! And, remember, we offer business category exclusivity.



## Ask the Networking Authority

*Do you have questions about business networking protocol, working a room or how to network strategically? Send them to me at [lillian@duoforce.com](mailto:lillian@duoforce.com), and I'll answer as many as I can in this newsletter. Put "question for newsletter" in the subject line.*

**I've been with the same company for 15 years, and, I admit it, I have not been networking. How can I quickly catch up, should the inevitable happen?  
S.K., Lincoln NE**

Shame on you. With the changes that have been taking place in the economy and the workplace the last 20 years, cradle to grave job security is a thing of the past. At least 80 percent of all jobs, and an even higher percentage of the "good jobs" never hit the want ads. They are filled because someone knows someone who fits the bill. Your goal is to be that someone.

Begin by doing some soul searching.

- If you were to change jobs, what would you like to do: the same thing as now or something entirely different?
- Do you want to stay in the same geographical area?
- Do you need a salary increase, would you accept the same amount or would you be able to get by satisfactorily with less income?
- What are your future aspirations: to be an employee, a manager or the president of a company? How much longer do you feasibly have left to climb the ladder?
- Do you want to "do your own thing?"

Once, you have the answers to the above questions, you will feel more comfortable and more prepared to "begin networking." Here are suggestions to help you:

- Become known or better known in your industry/the one you in which you want to work.
  - Attend trade shows. (People have a lot of time to talk on "booth duty.")
  - Join horizontal professional organizations (within your industry).
  - Join vertical professional organizations (people who have the same kind of job).
  - Become involved in the groups you join. It can take years to really begin building relationships through committee work.

- Offer to speak (yes, overcome the number one fear!) for no fee to groups whose membership is made up of companies for which you want to work.
- Reconnect with people at work, this time for the purpose of building solid relationships for future job moves ... at your company and others.



### **A Good Woman is Hard to Find: Women and Networking**

Check out [www.duoforce.com/ldb/media.htm](http://www.duoforce.com/ldb/media.htm) for Lillian's input on special issues women face in business networking.



### **Web Rivals TV for Eyeballs**

According to [www. CNN.com](http://www.CNN.com), April 2004, the web is considered the most formidable competition for the eyeballs of 18-34 year olds. Although they are only 24 percent of the population, there are more men and women ages 18-34 that are on-line than any other demographic. This group accounts for 40 percent of all Internet pages viewed.

So, what does this mean for you and your company? Good question! These stats mean that the majority of your workforce is Internet savvy. The majority of your workforce seeks out the Internet for news, information, weather, education, and entertainment.

Duoforce is proud to be at the forefront of web-based training. Check out one of our free course demos at [www.duoforce.com/direct2-services.htm](http://www.duoforce.com/direct2-services.htm) by clicking on "free online demo." Discover for yourself how we can provide the perfect blended training solution for your workforce. Contact us today to experience what companies of all sizes have discovered over the last five years; on-line training is inexpensive, accountable, consistent and can reach every employee no matter where they are located.

**© 2005. Duoforce Enterprises, Inc. Lisle IL. All rights reserved.**

To unsubscribe from this newsletter and all information regarding Lillian's events, send an e-mail to [lillian@duoforce.com](mailto:lillian@duoforce.com) with the subject "unsubscribe." It is our ongoing commitment to communicate and network only with those who want to hear from us.