A drawing of a face

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**WISH Networking Tips**

**Introduction**

According to evolutionary biologists, women network differently from men. We are naturally inclined towards deeper, more personal connections. As a result, purely transactional relationships can feel insincere, and networking on a strictly business level may seem unappealing or shallow. To facilitate effective networking for women, it's beneficial to provide conversation starters that encourage the formation of personal connections.

**Some Ideas**

**Coloured Stickers Activity:**

* Upon arrival, provide everyone with a coloured sticker (red, green, yellow, blue). Ask them to find someone they don't know who has the same-coloured sticker.
* Alternatively, without stickers, ask participants to find someone in the room (who they don't know) with whom they share a visible similarity (e.g., long hair, wearing black, glasses, being tall). Pair up this way.

**Conversation Starters:**

* Once paired up (or in small groups if there's an uneven number), ask participants to have a conversation to discover one shared love/passion/hobby/similarity and one thing that is very different about each other.
* Don’t rush this, provide enough time for women to have those conversations. Without doubt they will find lots of similarities!

**Sharing with the Group:**

* Depending on the time available and the number of participants, you can repeat this activity with different groupings or ask pairs to introduce each other to the rest of the room, sharing their similarities and differences.

**Top Tips**

**Bring Your Whole Self.** We’re not job titles talking to other job titles; we are humans speaking with other humans. Authenticity is key.

**Focus on Connection, not Sales.** Networking is not about hard sells. Bring your natural curiosity and get to know potential clients and partners. Genuine interest goes a long way.

**Don’t Force Connections.** It’s okay if you don't click with everyone. Move on and find someone with whom you do connect.

**Value Your Voice.** Whether you are young or new to the sector, what you have to say is important. Your perspective is valuable.

**Support Others.** If you see someone struggling at an event or meeting, offer a helping hand. Inclusivity strengthens the network.