



Big Dashan

Facilitating growth opportunities through learning, coaching and inspirational speaking

1745 Hunter's Run Drive, Ottawa, Ontario, CANADA

www.bigdashan.com

613-841-1229

June 2010 Newsletter

Expert Networker

Networking these days, as always, is extremely important for your career and your business. Many jobs and clients are found through networking. For some it's easy, for others it is hard.

The myth about networking is that you should target to hand out as many business cards as possible during a networking event. The real questions to ask are 1) *How efficient are you at making an impression?* 2) *How referable are you?*

The typical “networking” conversation usually goes like:

Q: *What do you do?*

A: *I'm an accountant, and you...*

Think to yourself... how many accountants have you met? Do you remember them all? How do you know that they are referable?

To increase the overall effectiveness of your networking efforts, keep in mind the following pointers:

- 1) **Networking is a long term strategy.** Don't expect to go out there and secure new clients or a new job on your first encounter with them. Exceptions do happen, but these are exceptions.
- 2) **Networking is about value.** What value can you bring to the person to whom you are talking? Can you give them a tip or a point to consider for them to remember? The more value you can offer, the easier you will be remembered, and the more referable you will become.
- 3) **Networking is about service.** If you are only there to see \$\$\$ figures, people will feel it. Can you introduce someone to someone else, can you help this person out yourself...
- 4) **Networking efficiently does require practice.** The more you do this, the better you will become. But do try different introductions, different ways of doing things.
- 5) **Networking requires you to make an impact.** Don't be like everyone else and say you are... an accountant. Find a different way to explain the value you bring to people.



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Big Dashan Updates!

Market

The month of May saw a good increase in the TSX. It started at 9,500 and finished at 10,300 after a steady climb. On June 1st, the Bank of Canada also raised its target rate by one quarter of a percent. There are many signs that the Canadian economy is doing well, but others show that it`s not full speed ahead. The European Union is certainly having difficulties and the Canadian Housing Market is predicted to slow down. We`re not out of this yet!

Entrepreneurship

How to hire a business coach...

<http://bit.ly/aC865Y>

Free software to consider for small businesses:

<http://bit.ly/9IMqY6>

Great Pod cast on why entrepreneurs need to take a vacation! Now!

<http://bit.ly/aG2KsC>

Business advice from a successful entrepreneur!

<http://bit.ly/bZhrdb>

Another article on the average age of an entrepreneur... It's still not 20s...

<http://bit.ly/c7TGvB>

Great stats on how to read to the C-Suite... A must read...

<http://bit.ly/bkEa9H>

Hiring Process

Salary Negotiating tips from a recruiter...

<http://bit.ly/afrkZv>

A graph on the length of unemployment. Only in the last recession did the 27+ weeks group have the highest %

<http://nyti.ms/ai9hOa>

Another month where the unemployment claims declined. Are people finding jobs or are they no longer eligible?

<http://bit.ly/93j9DS>

Networking primer:

<http://bit.ly/bYnXnB>

Another reason networking is so important in your job search! Another success story.

<http://bit.ly/d5d0cN>

More thoughts on the famous question: Tell me about yourself:

[!http://bit.ly/aRVoCs](http://bit.ly/aRVoCs)

Employers are looking to increase their hiring...

<http://bit.ly/cMMh1L>



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Career

[A list of companies that shed the most jobs. I didn't know Starbucks was that high on the list...](http://bit.ly/9nLWoM)

<http://bit.ly/9nLWoM>

[From all the jobs, this must be the highest stress at this time...](http://bit.ly/b0Xc54)

<http://bit.ly/b0Xc54>

[Thinking of going back to your previous employer who laid you off? Think about these points:](http://bit.ly/9nHwcC)

[first: http://bit.ly/9nHwcC](http://bit.ly/9nHwcC)

[And yet another reason to keep up your network!](http://bit.ly/cuZ6qF)

<http://bit.ly/cuZ6qF>

[Top 10 salaries of hockey players. Are the numbers for real? They seem a bit low...](http://bit.ly/bzFFBg)

<http://bit.ly/bzFFBg>

[If you are a freelancer, how do you get yourself into a job?](http://bit.ly/aH5Aue)

<http://bit.ly/aH5Aue>

[You are 50 and thinking of retiring, here is some good advice:](http://bit.ly/9YBUsw)

<http://bit.ly/9YBUsw>

And the best Video of the month!!!

Interesting video on the importance of the small stuff! Sometimes big and expansive solutions are not the alternatives.

http://www.ted.com/talks/rory_sutherland_sweat_the_small_stuff.html

Got some feedback on the newsletter? Or maybe there's a topic you'd like to see covered? We'd love to hear from you. Email us at denis@bigdashan.com.

For more information about Big Dashan and its executive coaching and training services, call 613-841-1229 or visit www.bigdashan.com.



Denis Levesque, owner of Big Dashan, a high performance executive coaching and training organization, helps business executives and managers build the clarity, confidence and passion they require to get to where they need to go.