

Identifying different types of networking techniques

By [Karla Fletcher](#)

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Networking is one of the most powerful tools to use to unlock the potential of any socioeconomic transformation. Effective networks also require strong and well-connected relationships to accelerate growth and act as a catalyst for success.



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Doors open because of the other person on the other side. Often things happen at the speed of light while other times, it takes longer than we anticipate. The difference between the two instances is your network. In essence, the value of networking is to seal a concrete foundation for future investments and build useful contacts when one is provided with a plethora of opportunities.

Networking can go far beyond the occasional one-on-one meetings. Networking has different types of techniques and most of them work efficiently for 'networkers'. Two strategic techniques that are emerging are horizontal and vertical networking.

Horizontal networking

Horizontal networking is establishing relationships with people that are within the same professional level as you. What makes this form of networking unique is the ability it has to foster trust and focus among said professionals. Since they share mutual professional goals and frustrations, horizontal networking can offer them the convenient way to grow together and learn from each other.

Vertical networking

Vertical networking is consolidating relationships, sharing information and imparting knowledge with industry leaders as well as your juniors. Attending industry events and receiving insight from industry thought leaders is one of the best ways to master the 'upwards' vertical approach, while 'downwards' vertical requires a different approach that involves interactions that will develop the skills of the younger professionals. Essentially, downwards networking puts you at a position of being a career sponsor or mentor to these younger professionals.

Network opportunities at the conference

The National Business Conference, in association with the 14th annual National Business Awards, will take place on 17 November 2016, at the Emperors Palace Johannesburg.

With the success of the National Business Awards, business delegates are given the opportunity to receive business insight from and interaction with the leaders of South Africa's biggest and most powerful companies.

Together they will share their insights on topics covering innovation, investing in people, sustainability, entrepreneurship, economic forecasts, global growth, attractive foreign investments, leadership, succession planning, nurturing talent and philanthropy.

The breakaway sessions, panel discussions and the one-on-one 'Fast Track Networking' session will be an excellent opportunity to network and exchange ideas with other business leaders. Renowned businessman and politician, Dr Mathews Phosa, will give a keynote address and deliver insight on 'rising through the obstacles' at the prestigious conference. Other thought leaders who will share their secrets to success are:

- Greg Solomon - CEO, McDonalds South Africa
- Jannie Venter - managing executive, Barclays ABSA
- Asher Bohbot - CEO, EOH Holdings
- Shirley Zinn - CEO, Shirley Zinn Consulting & group head of HR at Woolworths

- Lance Fanaroff - joint founder and CEO, Integr8

[Click here](#) to book a seat at the event.

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