

# WHAT SCIENCE TELLS US ABOUT NETWORKING: BUSINESS DEVELOPMENT, OPPORTUNITY EXPANSION, AND CULTIVATING YOUR BRAND

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## Session Abstract

For several years, I have reviewed the academic research and business literature on networking. Some of that is brand new, some has never been discussed, and other findings are simply somewhat surprising. This presentation will be steeped in the research but also brought into the practical world by applying insights into how to use the data to develop actional plans. This will be useful whether a Futures Conference attendee is aiming to grow their own business, market a law firm, write a book, or simply become closer to clients. The information is drawn from many different communities. For example, some of it tells us that tenured professors and those who earn promotions in academia, are not just great teachers. There is a direct correlation between their consultation on a regular basis with other faculty members and the fact they move up in the ranks. Yale's Nicholas Christakis also provides research into how networks affect people's temperament, choices, and experiences, and I think much of his research can be applied to law firms and lawyer development. Heidi Gardner's recent research also demonstrates that it's not just having a network that helps someone grow their business, but the network needs to be diverse and widespread to reap true benefits.