

## Get Connected!

GWSAE Home  
Get to Know Us  
Executive Update Magazine  
Join Us!

The Center For  
Association Leadership

Program & Events Calendar  
Speakers Series  
Springtime

Get Involved  
Career Services Center  
Buyers Guide

Resources & Bookstore  
The Ultimate Meetings  
Industry Calendar



## Feature Stories

### 10 Ways to Diversify Your Network Instantly

1. Allow serendipity. Challenge yourself to link with someone completely outside your usual milieu.
2. Give yourself time with someone. Call a fellow society member, a fellow church attendee, or another PTA parent and plan to travel to the next event together — share a cab, ride the Metro, walk a few blocks. Again, each of you should bring something to share.
3. Get a fast idea. Go to [FastCompany.com](http://FastCompany.com). Past issues of the magazine are archived. Use a keyword to get to an unfamiliar topic or organization.
4. Set up a lunch bunch. Call three other people for lunch. At lunch, give each person 15 minutes to tell something interesting or innovative about his or her organization or life.
5. Seek academic research. Sign up for Wharton Business School's e-newsletter ([Knowledge@Wharton](mailto:Knowledge@Wharton), see <http://knowledge.wharton.upenn.edu>) or go to University of Chicago's Graduate School of Business site, <http://gsb.uchicago.edu>.
6. Sit with a new person. Call someone you don't know well and invite that person to sit with you at an upcoming event. Agree that both of you will bring an example of something to share about your organization or life.
7. Step out. Look in today's newspaper for information about a meeting of a group you've never gone to. Go.
8. Socialize. Invite someone from your neighborhood with whom you've never talked business to have coffee some evening or

**Saturday. Interview that person about his or her work and expertise. What can you come up with that you can give that person?**

- 9. Check the Web. Go to the Web sites of several associations. Can you find an area or topic you want to know more about? Call someone at the association and plan for a phone conversation or get together.**
- 10. Talk about something new. Get with a long-time networking contact and interview that person to find some topic you've never discussed before. Question your contact in depth about this newly discovered area of his or her expertise.**

**Related Articles:**  
[Networking Out of Your Zone](#)

**[Return To The Print Issue](#)**  
**[Go To Executive Update's Home](#)**  
**[Page](#)**



©1998, 2004 The Center for Association Leadership  
[The Ronald Reagan Building and International Trade Center](#)  
1300 Pennsylvania Ave. NW  
Washington, DC 20004  
202.326.9550; Fax 202.326.0999  
e-mail: [general@centeronline.org](mailto:general@centeronline.org)

[Executive Update Staff Directory](#)  
[Feedback Survey](#)