

# Knowledge is power

**NETWORKING IS VALUABLE, BUT ONLY IF YOU IMPRESS PEOPLE WITH YOUR ABILITY.**



ISTOCKPHOTO

## **"It's not what you know but who you know" – or is it?**

Undeniably, who you know is important, and this is why networking seems to be of paramount importance in the current society. Take, for example, job search. By making good use of a strong network of connections, you will generally experience an exponential growth of opportunities, and soon you will be telling everyone that you got that job through a friend of a friend . . .

Note that I have used the word "connections". Who you know, per se, often will not get you what you want. By knowing someone, you are creating a contact; this is not enough. For true networking, you need to go one step further and create a connection. You have to ensure that that person not only knows you, but knows you well enough

to provide you with a referral. You need to forge not just any relationship, but the right relationship leading to successful connection.

Who you know will only get you so far. It gets doors open, but ultimately it is what you know that will ensure that you get in and stay there. Returning to the example of job search, if you do not have the requisite ability, your connections will not be willing to vouch for you. Why should they put their reputation on the line for you? I am sure most people agree that you have to do your part before asking for favours from others.

"It's not what you know but who you know"? I beg to differ. How well you know them, or rather how well they know you, is just as important; and what you know seems to remain a prerequisite. ●

**MICHELLE KOAY** is a solicitor with AHL Legal.



## **The Melbourne Law Masters 2013**

Melbourne Law School – Australia's number one and world number eight law school in the 2012 QS World University Rankings.

[www.law.unimelb.edu.au/masters](http://www.law.unimelb.edu.au/masters)

Australia's first, Australia's global.

