

# Network better

Using emotional intelligence at work : I

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## Aims of the book

- 1 To describe what to do—explicitly to state best practice, providing readers with approaches, techniques and tools which they can use to network more effectively and, thereby, bring in more clients.
- 2 To give readers an understanding of, and insight into, what emotional intelligence is, and how it is essential for optimum networking.
- 3 Crucially, the book explains why *these* instructions and not other ones.  
  
If someone is at all resistant to the instructions and there is the slightest perception that the instructions are not working, they are likely to reject them, ignore them. They will decide that they know better and do something different, something more in their comfort zone. Often this does not succeed.  
  
If they know what is going on for them and for other businesspeople, and they understand why, they are empowered to network better.
- 4 To face up to the reasons why people are resistant to some or all of this, and to provide help in overcoming resistances. Although a book in itself cannot overcome someone's resistance, it can do its damndest to help *them* do the overcoming.
- 5 To help them understand why it doesn't always work.
- 6 To amuse and entertain.