

USING THE NETWORKING EQUATION OF QUADRONOMETRY FOR AN EFFECTIVE BUSINESS NETWORKING

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ABSTRACT

According to 1987 Philippine Constitution Article 12:

Section 1: The goals of the national economy are a more equitable distribution of opportunities, income, and wealth; a sustained increase in the amount of goods and services produced by the nation for the benefit of the people; and an expanding productivity as the key to raising the quality of life for all, especially the under-privileged.

Section 14: The sustained development of a reservoir of national talents consisting of Filipino scientists, entrepreneurs, professionals, managers, high-level technical manpower and skilled workers and craftsmen in all fields shall be promoted by the State. The State shall encourage appropriate technology and regulate its transfer for the national benefit. The practice of all professions in the Philippines shall be limited to Filipino citizens, save in cases prescribed by law.

In this action research, once again we are going to witness the another application of Quadronometry, which is in the world of Business Networking. In the world of entrepreneurship, we need most of our mind to review on our basic arithmetic by which we are going to discuss here one of the equations of Quadronometry, and it is so called the Networking Equation. By this formula, we are going to organize a plan, preferably if you are the business minded person, to show all by ourselves what would be the estimated capital income or the starting financial breakthrough in order to build your own business by means of networking. For we know that in this generation, only by business – making we can create a fortune or opportunity to elevate our quality kind of life and for the benefit of other people.

CONTENT AND RATIONALE

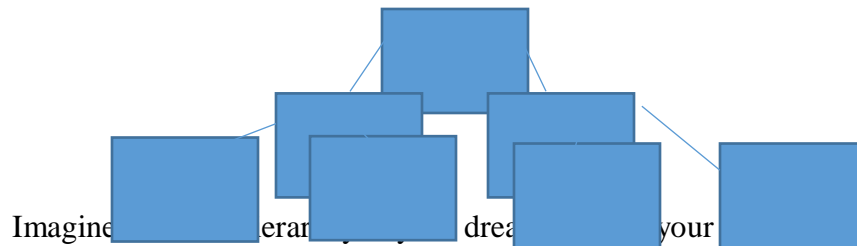
According to Jack Ma, the founder of Alibaba group: *“If you put bananas and money in front of monkeys, they will choose bananas because monkey do not know that money can buy more bananas. In reality, if you offer job and business to people, they would choose job because most people do not know that business can bring more money than salaries. Profit is better than salaries. Salaries can make you living but profits can bring you a fortune.”*

This is the call for the action research, to help all people to be very positive in their mindsets when it comes to the topic of business especially in networking. However, many of us today still are in negative mindset once they heard some connotations that may pertaining to networking. Some people might say that only for those who are in the upline or at the top which are very prone for victory or success in business and earning more profits. Let us consider one of the quotes of John Maxwell on his book “The 21 Irrefutable Laws of Leadership”, *“The Law of Influence states that the true measure of leadership is influence –*

nothing more, nothing less.” He also said in his book entitled “The 360 – Degree Leader”, “*You can lead others from anywhere in an organization. And when you do, you make the organization better.*” Thus, having a network or being under a network does not mean you are always an underdog or even the boss, leadership is influence and by helping others, you can be successful regardless of your position or status in life.

In this action research, we are going to discuss the application of one of the equations of Quadronometry in order to help the business minded people and other trying to be one as well, on how to create their own networking capital.

CONCEPTUAL AND THEORETICAL FRAMEWORK



Imagine creating a network, regardless if you are upline or downline scheme. This will be your guide for you to know what a Networking Equation means. This will lead you to the definition on the Networking Equation symbol as,

General Equation For Networking Capital

$$C(n) = S \sum_{i=1}^n P^{i-1}$$

$C(n)$ – the amount for networking capital you need

n – the level of networking line

S – your starting capital for yourself only

P – the number of prototype members

The number of your prototype downline is not limited to two people, you can adjust the number depending on how you are very flexible in your capital provided by yourself. This equation is inspired by one of the equations in Quadronometry called the Squad Design Number and the Tail Number. We are going to discuss here how the equation works upon the life of a business minded or the aspiring business owner.

STATEMENT OF THE PROBLEM

The following questions will be answered through the documentary analysis in our literature review:

1. Why some people are afraid of business networking?
2. What are the ways on how to overcome a fear of networking?
3. How does the business networking work once the networking equation is applied?

REVIEW OF RELATED LITERATURE

Let us first define what a business networking means. It is a type of business social network which is developed to help business people connect with other managers and entrepreneurs to further each other's business interests by forming mutually beneficial business relationships. Business networking is a way of leveraging your business and personal connections to help you bring in new customers, vendors or just get great advice for running your business. Networking works in the favor of small businesses as the owners have dabble with a variety of job functions in a small set – up. When they meet up with like – minded people, they learn from their experiences and get guidance in important matters. They can even find partners and angel investors through a networking group of experienced business owners. A plethora of networking events take place in every country where entrepreneurs can meet, expand their affiliations, educate themselves and feel empowered. Adopting smart tactics can go a long way in securing partnerships, friendships and acquaintances.

Networking can be an effective way for job – seekers to gain a competitive edge over others in the job – market. The skilled networker cultivates personal relationships with prospective employers and selection panelists, in the hope that these personal affections will influence future hiring decisions. This form of networking has raised ethical concerns. The objection is that it constitutes an attempt to corrupt formal selection processes. The networker is accused of seeking non – meritocratic advantage over other candidates; advantage that is based on personal fondness rather than on any objective appraisal of which candidate is most qualified for the position.

Now let us know why people are so afraid of networking. According to the business researchers, there are 5 reasons why some people were so afraid about networking business. Here are as follows:

1. **They experience the uncertainty factor:** People may have a vague idea about the pool of professionals they'll meet at a networking event, and hope that somehow they'll be able to exchange a few words with someone who can bring significant value to their business, career or project. But what people don't have are concrete details about the event, and since they don't know how the interactions will unfold, they're naturally anxious about messing things up.
2. **They don't know how to prepare:** Not knowing how the networking event will unfold and with whom they'll interact can greatly affect how attendees prepare. They may formulate some general information about themselves and their businesses, yet they won't be able to structure and personalize strong messages for specific people they will want to talk to during the event. So they run the risk of looking unprepared in front of those who can change the path of their businesses or careers.
3. **They feel uncomfortable dealing with strangers:** According to Nicholas Epley, professor of Behavioral Science at the University of Chicago, people manifest a paradoxical mindset when it comes to interaction. As Epley states in his paper "Mistakenly Seeking Solitude", although we are social animals,

we tend to believe that “connecting with a stranger in conversation is truly less pleasant than remaining isolated.” Epley highlights that people prefer isolation to the company of random strangers. Thus, people fear attending networking events because they will have to interact with strangers they know nothing about.

4. **They feel anxious about approaching others:** One of the biggest reasons why people fear attending networking events is the social context that forces them to step out of their comfort zone. Leadership consultant and author Devora Zack notes that approaching new people at events can be a highly unpleasant activity, which unleash the fight – or – flight response.
5. **They worry about being in a potentially stressful and awkward situation:** No description needed. We’ve all experienced these types of situation while attending networking events. Even some of us fearless types can also have that reaction because we have all too often been beyond frustrated with the outcomes of, and behaviors at, many of the networking events we attend.

People fear attending networking events because they are introverts or lack of social skills.

There are ten ways on how to overcome a fear of networking, as per some business researchers’ perspective:

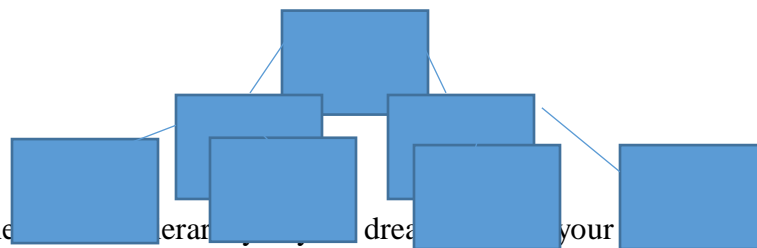
1. **Be selective:** Not all networking events are equally important, and you don’t need to attend everyone in your calendar, or speak to everyone at the ones that you do attend! Instead, focus on meeting the right people, at the right time and place, and discussing issues that fit your workplace priorities. For example, would an event focused on specific aspects of electronic communication be more useful than a general “communicate better with your colleagues” gathering?
2. **Do your homework:** Try to get a list of attendees before going to a networking event. You can then focus on the people that you’d most like to meet, and research their interests and careers. You might even be able to connect with them and arrange to have a quick chat or meeting at the event.
3. **Set goals:** Set yourself one or two realistic goals so that you can network in a targeted way, with a clear vision of what you want to achieve. You might want to speak to a particular person, to make one or two meaningful connections that could be useful in the coming months, or to gain intelligence about a particular product.
4. **Consider conversation:** Many people worry about what they’re going to say at an event. But while you can’t script an entire conversation, you can prepare a few questions and try to memorize an introduction, so that you don’t end up standing next to someone in silence.
5. **Arrive early:** Walking into an event when conversations have already started and groups have formed can knock even the most seasoned networkers off course. If you are one of the first people to arrive, you can enjoy the relative peace and quiet, and settle in before the real

work starts. You can get comfortable with your surroundings, identify a good place to talk, go over a few opening lines in your head, and strike up a conversation with the organizers and other early arrivers at a less pressured pace.

6. **Take a buddy:** A conference buddy – a friend or colleague – can help you to break the ice with strangers, introduce you to connections of his own, and provide reassurance if your confidence slips. Moreover, with two of you there, you'll be able to generate your own conversation circles. There is a warning that if you are attending an event with a colleague, don't cling together too closely – you'll quickly defeat the purpose of networking if you do. Try to mingle as individuals for some of the time, coming back together when conversations with other people naturally end.
7. **Send the right signals:** Fear is often revealed in our body language so it's crucial to loosen up and send the right signals. You may be shaking inside or wishing that you were someplace else but, if you stay mindfully present and give the impression of confidence through your body language, you'll open and engaged. You'll also encourage others to approach you, saving you the discomfort of approaching them.
8. **Be realistic:** The pressure to perform at networking events can feel intense, so remind yourself that networking is a two – way street. The responsibility to fill any gaps in the conversation doesn't rest with you alone. Try too hard, or act not authentically, and you may end up saying something that makes you cringe. You'll likely then berate yourself, and reinforce your own dislike of networking. Also, it's sometimes better to be open about how intimidated you feel. Doing so invites the other person to empathize with you, and it can even help you to forge a connection. It's quite likely that she'll be feeling the same as you, anyway! Always remember that networking doesn't have to be perfect. Some events will be better and more useful. Some events will be better and more useful than others. If you accept this, you'll be able to view less successful ones as opportunities to learn and grow.
9. **Take a decompression break:** Networking events can be physically and emotionally draining. When you feel your energy levels ebbing, it's important to take time out to breathe. Go someplace that suits, anywhere you can get a change of scenery and some peace.
10. **Know when to call time:** Some people get anxious to make a good impression that they drag conversation out for too long. Others feel so nervous that they talk non – stop, and they end up unintentionally dominating a conversation. A key skill for any networker is knowing when it's time to move on. Watch the clock, trust your gut instinct, and keep an eye on the other person's body language for signs that he wants to finish, such as a closed body position or glancing to different parts of the room. Aim for short, memorable conversations.

METHODOLOGY AND RESEARCH DESIGN

This research will make use of a literature review and documentary analysis – a system of a qualitative research where in based on the expert opinions of the business researcher from some selected social media sites as we have seen from abovementioned related literature. The first two questions from the statements of the problem have been partially answered based from the research findings of the business experts in networking. Now it is a call for answering the question, how does the business networking work once the networking equation is applied? Let us review the conceptual and theoretical framework together with the networking equation:



Imagine a network structure, regardless if you are upline or downline scheme. This will be your guide for you to know what a Networking Equation means. This will lead you to the definition on the Networking Equation symbol as,

General Equation For Networking Capital

$$C(n) = \sum_{i=1}^n P^{i-1}$$

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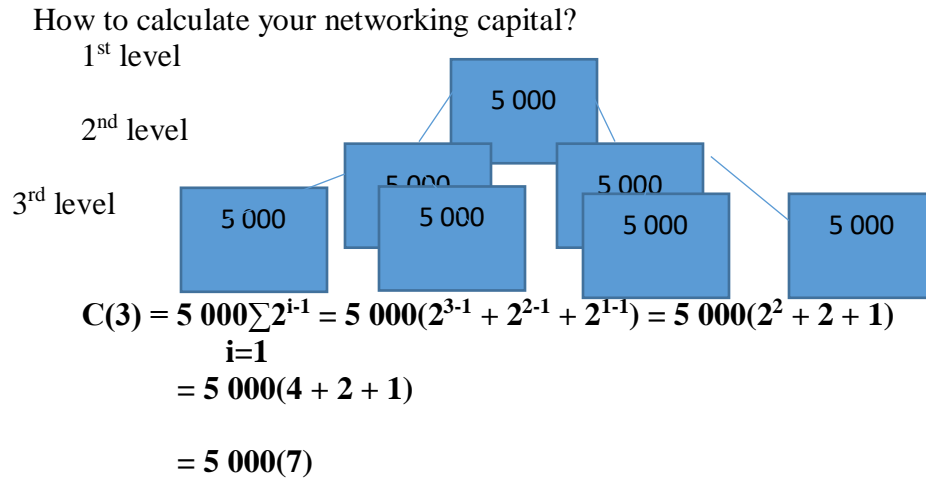
The number of your prototype downline is not limited to two people, you can adjust the number depending on how you are very flexible in your capital provided by yourself. This equation is inspired by one of the equations in Quadronometry called the Squad Design Number and the Tail Number. We are going to discuss here how the equation works upon the life of a business minded or the aspiring business owner.

We can fully grasp this equation if we are going to define that pertains to this equation:

Definition of Terms:

- Networking Capital – it is your capital income you need for you to provide until to your lowest down line.
- Prototype Team – also known as immediate team, your closest down line.
- Up Line – the people who work for the business progress above from you.

- Down Line – the people who work for the business progress below from you.
Three Main Principles To Make The Equation Work
 1. If you need to build a network immediately, then prepare for networking capital.
 2. The first and the third principle must be taught to your downline.
 3. If your networking capital is limited, then teach your lowest down line to prepare for networking capital.



= PhP 35 000 → This will be your networking capital once you want to provide your downlines their own capital for their businesses. The first level of networking starts from you, the second level up to the third or even so on shall be your progressive initiative of your downlines to have their own downlines.

“Your product or service you offer shall meet people’s needs or demands. If there is no necessity, at least create a necessity, and that’s what we call creating a need or demand. This is also the reason why I said this essay, retelling my Quadronometric point of view tells us that, ‘If you invent something, make sure that your invention has a purpose. If there is no purpose, then at least create a purpose.’” – John Austin B. Mendoza, LPT

Let us recall what a business networking means. It is a type of business social network which is developed to help business people connect with other managers and entrepreneurs to further each other’s business interests by forming mutually beneficial business relationships. Business networking is a way of leveraging your business and personal connections to help you bring in new customers, vendors or just get great advice for running your business. Networking works in the favor of small businesses as the owners have dabble with a variety of job functions in a small set – up. When they meet up with like – minded people, they learn from their experiences and get guidance in important matters. They can even find partners and angel investors through a networking group of experienced

business owners. A plethora of networking events take place in every country where entrepreneurs can meet, expand their affiliations, educate themselves and feel empowered. Adopting smart tactics can go a long way in securing partnerships, friendships and acquaintances.

Thus, by following the principle in making the networking equation work and by dealing with people who wanted to have a mutual business partnership with you, then you can have a potential successful business networking. May be we can say that you as the proponent of business networking shall have the heaviest burden in terms of financial provision, and you must also check the faithfulness and loyalty of your downline. Remember that all kinds of business especially in networking, risk taking is always involved! But all in all, once that you, as the proponent of business networking, provides the capital for your downline, you are actually teaching your downline how to spend your money and time wisely, teaching them to trust you, be faithful to each other and teaching them to discipline themselves as well.

CONCLUSION AND RECOMMENDATION

Once again, according to one of the essays of John Maxwell in his book “The 360 – degree leader”: *Leadership is influence, and without both position and the ability to persuade others, people will not follow. A leader must become a person people want to follow. These kinds of leaders care about their people, establish their character as trustworthy, exhibit competence, and remain consistent and committed to the cause.* This is the utmost need of a business networking line: to build trust, faithful execution of the cause to grow and multiply for the sake of productive business, and careful following the plans and strategies carried out by the network. The networking equation will be very effective if the business networking team will carefully be carrying out the plans and goals of a certain organization, especially to the loyalty of carrying the goal to become more stable and ever – growing in profit income or consistent earnings from the sales of your business ventures. Also, according to one of the laws in 21 Irrefutable laws of leadership by John Maxwell so called the Law of the Lid – The Law of the Lid (“*Leadership Ability Determines a Person’s Level of Effectiveness*”): *Leadership ability is always the lid on personal and organizational effectiveness. If the leadership is strong, the lid is high. But if it’s not, then the organization is limited. That is why in times of trouble, organizations naturally look for new leadership.* It is very important to know that the upline is not only the leader – but also the downliners! It is all because we are not tolerating crab mentality here! We are encouraging our people to become leaders from themselves in such a way that they have to discipline themselves by controlling their multifaceted total man: spiritual, physical, mental, emotional, financial etc. They are actually the leaders on themselves! If the upline will train his/her downliners to become effective leaders as well, then the whole organization of business networking line will have the maximum potential to be successful despite of many failures in their ventures. Remember: Every business involves risk! Now, if all people in the business networking line from upline to the downline shall have the mentality of being leaders, then the

networking equation will work effectively, provided that they follow the principle of making the networking equation work:

1. If you need to build a network immediately, then prepare for networking capital.
2. The first and the third principle must be taught to your downline.
3. If your networking capital is limited, then teach your lowest down line to prepare for networking capital.

These three principles to follow in making the networking equation shall be taught faithfully and this method involves self – discipline, by which from upline to the downline shall possess self – discipline. Furthermore, from the abovementioned essays of John Maxwell, all people from upline to downline shall possess a trustworthy character, being faithful in carrying out the cause of the organization and of being loyal with each other. Building good relationships and training each other's capacity to be leaders of leaders would probably make the networking equation a best avenue to know how much will be your next capital income if you wish to have your own network.

I highly recommend the following endeavors:

1. Propose to the Congress of the Philippines that there should be a bill promoting an enhanced nationwide training for business networking, this is for the benefit of those Filipinos who are wanted to build their own networking business lines especially by making my Quadronometry's Networking Equation be known to all as an integral part of training sessions in business networking. As per written to the 1987 Constitution Article 12:

Section 1: The goals of the national economy are a more equitable distribution of opportunities, income, and wealth; a sustained increase in the amount of goods and services produced by the nation for the benefit of the people; and an expanding productivity as the key to raising the quality of life for all, especially the under-privileged.

Section 14: The sustained development of a reservoir of national talents consisting of Filipino scientists, entrepreneurs, professionals, managers, high-level technical manpower and skilled workers and craftsmen in all fields shall be promoted by the State. The State shall encourage appropriate technology and regulate its transfer for the national benefit. The practice of all professions in the Philippines shall be limited to Filipino citizens, save in cases prescribed by law.

2. The networking equation is the fundamental model of planning a capital income. It is used by the proponent of making its own business networking line. The proponent should be, at all times ready and be prepared in all kinds of resources especially the finances needed. There are lots of ways on how to produce a capital income for you to start a business networking line. It could be from your salary, loans, or even from the previous business ventures. Always seek advice from financial advisors and business experts in producing wealth.

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