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Competitive Edge

& PACHTER ASSOCIATES
THE EXPERT IN BUSINESS COMMUNICATIONS TRAINING

January 2012



President's Message By Barbara Pachter



Last year I wrote or spoke often about social media often. My articles and talks encourage business people to sign up for *LinkedIn*, look for work on *TweetmyJobs*, be careful what they post on *Facebook*, start a blog in their area of expertise and learn social media etiquette. I am often complimented for staying on top of technology.

Yet I continue to stress the need for face-to-face interaction, though at times I have felt like a lone wolf.

Others are now getting on that bandwagon. Recently, author Kevin Purdy wrote [Why In-Person Socializing Is A Mandatory To-Do Item](#) (Fast Company, December 2011). Purdy who "thrives on neat things you can do with technology," explains in the article why he meets weekly with a semi-regular crew of guys:

Humans have evolved over many years to be very efficient at working with, arguing with, and talking over ideas and pursuits with people, face-to-face. Social networking tools and remote technology are nowhere near as efficient (yet).

What are you doing to encourage your in-person connections?

Think about your schedule. What can you fit into your busy day, week or month? Can you get involved in your professional association? Join a networking club? Start your own group?

If you really can't connect in person, the phone may be an option. My niece participates in a book club with other women executives who are scattered across the country. They teleconference monthly to discuss a different business book each session. It has been a great way to build a network, brainstorm ideas and learn from others.

For some tips on mingling, make sure you check the [article](#) below. As we start 2012, continue your use of social media, but make a resolution to expand your in-person networking, also.

Barbara

**Special Report
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**[5 "Power" Essentials
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**Ask Your Etiquette
Questions At**

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Pachter In The News

The Early Show:

 [More People Telling
Their Bosses To
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BlogHer:

[Career Network Etiquette in
the Facebook Age.](#)

Chicago Tribune:

[Barbarians at the Buffet](#)



Recent BLOG Posts

[The Etiquette of Talking To](#)



Spotlight on Coaching

What are you doing to advance your career? Is coaching the next step? Recent Pachter & Associates' coaching assignments include:

- A senior director wanted to fine-tune his professional presence so he could advance further in his organization.
- A recent college graduate wanted suggestions for his job search.
- A new manager wanted to learn how to confront her employees.

Coaching provides individual assessment/feedback. Each session is geared to the individual's specific needs, with an emphasis on professionals gaining an understanding of their verbal and nonverbal communication.

The coaching can occur in person or via Skype. For more information, contact Joyce Hoff at 856-751-6141 or joyce@pachter.com.

7 Steps for Mingling

In today's world many business people feel that it is easier to talk to people on social web sites or by texting them. Yet by not venturing out and socializing in-person, they are missing opportunities to learn from others and meet new people.

Here are some suggestions to help you mingle effortlessly.

- 1. Identify your purpose before you go to an event.** Is it to meet a particular person? Hear the latest from a speaker? Find out about any job openings? Catch up with colleagues? Knowing your purpose can keep you focused on achieving your objective.
- 2. Dress appropriately.** You want to feel good in your clothes. It's hard to mingle with confidence if you're under- or over-dressed or your clothes are ill-fitting.
- 3. Walk into a room as though you belong there.** After you enter, stand to the side and get your bearings. Is there an official host or receiving line that you need to acknowledge? Where are the food and drink? Do you see someone you know? Do you need to find your table or get a seat? Identify an area where you want to begin and walk confidently to it.
- 4. Do not stand in the corner and text others.** You appear



[Your Phone](#)

[What to Do If You Are Interrupted--Don't Shout](#)

[Someone Else's Bad Behavior is No Excuse For Your Own!](#)

Additional Information

Pachter's resource materials and the details on our training programs or coaching services can be found at: www.pachter.com.

Topics include:

- Business Etiquette
- Assertive Communication
- Presentation Skills
- Positive Confrontation
- Business Writing
- Women in the Business World
- Professional Image
- Global Etiquette

Please contact Joyce Hoff at 856-751-6141 or joyce@pachter.com for further information.

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Books By Barbara Pachter

standoffish. Look approachable. Don't stand with your arms crossed and a stern look on your face. Make eye contact with others and have a pleasant facial expression.

5. Pretend you are the host. It is your job to make others feel comfortable. You can go up to someone who is alone. Say hello, introduce yourself and shake hands. Ask the person a question to start a conversation.

6. Don't talk with one person the whole time. Stay with people for 4 to 7 minutes. This is not a hard-and-fast rule, but a general guideline that enables you to meet more people. But if you are talking with someone you have been trying to meet, stay longer!

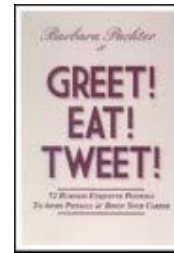
7. When you are sitting with others, introduce yourself. Turn to the people on either side of you, say hello, and introduce yourself. If possible, introduce yourself to everyone at the table.

Effective mingling takes practice. Your first attempts may not go flawlessly, but you can learn from each experience. Over time you can become a mingling maven!



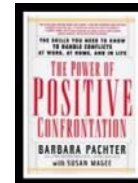
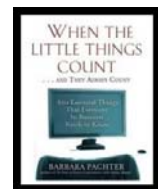
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