

NETWORKING IS FOR FOOLS

Networking is indeed for fools. High on the illusion of their own self importance. Feeding their fragile egos with lukewarm canapés, cheap champagne and slaps on the back from their fellow fools. Trying desperately to cling to the fantasy that they are not only important and relevant but also somehow gifted merely for being in such an esteemed gathering of fellow fools. Networking events are merely a way for the old, crumbling established order to clutch at the remnants of the rapidly eroding status quo.

Business, and thank goodness for this, is no longer about who you know. It is, quite rightfully, about how good you are. The playing field is now level, the barriers are down, the slimy pimped-up business bourgeoisie no longer hold the keys or the answers. Meaning there is absolutely no reason at all to waste your time networking with them, or anyone else for that matter. Businesses built on networking are destined to fail. They will fail fast and they will fail hard.

Even networking events without the old guard present are a stone-cold waste of time. Wannabes strutting about like they've made it, all trying to appear much smarter, bigger and better than they are. People who specialize in talking a good game but in delivering absolutely nothing. All desperately trying to make everyone in the room feel they are the most successful one there. It is like taking giant egos and throwing them all into the Hadron Collider with some TNT tossed in too for good measure.

So whilst the fools, rats and wannabes are massaging each other's egos you need to be plotting your revenge. Not on them specifically, but on the system that bred such morons. You need to be quietly planning how to blow the status quo to pieces and create a whole new world order. Planning how you can make every single aspect of everything you do better, stronger, faster and more brilliant.

Who you know no longer matters. If you are talented and smart, then people will know about you. Spend your time on improving your own business. Mediocre vol-au-vents are optional.

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