

# YOU'RE EITHER NETWORKING, OR YOU'RE NOT WORKING

We were once told, if you're not networking, you're not working and we couldn't agree more. What we've learned about networking is that it's vital to your career. Networking can foster professional connections, expand opportunities, and give you a moment to share knowledge. It can enhance your visibility as a bartender, help boost your confidence (the more you practise conversation with strangers, the easier it comes!), and really encourages collaboration... After all, most guest shifts/takeovers started with a conversation. Networking supports your career growth and ultimately connects you to a community that is willing to support your success.

## NETWORKING 101

**The Ada Coleman Project has a few tips to flex your networking muscle:**

### DO:

- Have your details shareable! Whether on a business cards or through a QR Code, like Blinq
- Update your Social Profile - make sure your Instagram profile has where you work.
- Update your WhatsApp Profile - allows people to know who you are in all those group chats!
- Personal presentation: think about how you want to present yourself; doesn't mean black tie everywhere you go, but what about your style makes you, you?
- Scan the Headlines: Both inside and outside our industry. Knowing a few words on the daily headlines can not only help you stay up-to-date on the World News, but reading the latest from spirits publications can help you remember people and projects of interest.
- Stay in touch! Just had a great conversation with someone? Make sure you add them on Linked In/IG imminently, drop them a line and say it was nice to meet them. It's all about follow up!
- Participate in Cocktail Competitions! It's not always about winning (only 1 person can anyway) but they are a hub for networking, and the camaraderie that happens at them - find brands that match your values, because participating in those will come easy to you.

### ASK:

Have you travelled anywhere recently or are planning to?

What are you the most excited about right now?

When you're not stuck in the bar working, what do you get up to?

### Stuck on what to say?

Here's 3 of our favourite questions to ask someone for the first time (or someone you haven't seen in a while).

Empowered  
Women  
Empower  
Women

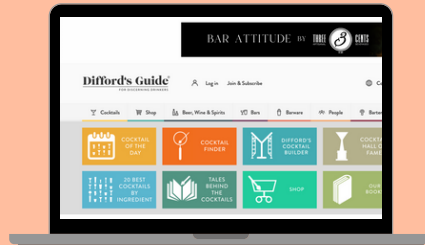
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## EXPAND YOUR MIND

Knowledge is power—it fuels  
your confidence



Listen to a Great Podcast: How to Fail with Elizabeth Day



Brush up on your Knowledge: Refer to the Difford's Guide, Get a Spirits Certification, challenge yourself!



Read a Great Book: How to Win Friends and Influence People, by Dale Carnegie

## JUST A FEW LEADERS WHO INSPIRE US

In an age of social media, it's important to consume content that is positive and inspiring. We think these women show a lot of that!



**Christina Veira**, Toronto, Owner, Bar Mordecai – for her business acumen and inclusive hiring/training programs, Toronto Cocktail Conference involvement and charitable work that she does within her community. [@christinaveria](#) [@barmordecai](#)



**Anna Sebastian**, London, Industry Consultant and Founder of Celebrate Her – for her talent in creating incredible drinks and hospitality experiences and her dedication to making the hospitality and drinks industry a more inclusive and safer place for women [@celebrate\\_\\_\\_\\_\\_her](#) [@annasebastian3](#)



**Celia Schoonrad**, Singapore, Creative Director & Interior Designer for The Compound Collective, Co-Owner of Barbary Ballroom and Deadfall – for her wicked sense of concept & design style, and her incredible wealth of technical knowledge and creativity in cocktail menu creation [@stirsensibly](#) [@thecompoundcollective](#)