

## **Oh, the Places You'll Go!**

*"Congratulations!  
Today is your day.  
You're off to Great Places!  
You're off and away!"*

Dr. Seuss was a famous American writer and cartoonist, best known for his children's books but who knew one could apply his writing to business networking?

*"You have brains in your head.  
You have feet in your shoes  
You can steer yourself  
any direction you choose.  
You're on your own. And you know what you know.  
And YOU are the guy who'll decide where to go."*

Where have you decided to go in the last thirty days? Where have you networked? Of course there is the Mississauga Board of Trade, but where else? This issue of MBOT is all about Taxation, Accounting, Financial Planning and Banking. Do you take advantage of the opportunities presented by the financial sector? Here are a few ideas:

- Talk to your accountant. Ask if they offer any "tax talks" for their customers. It could be a "Great Place" to go to meet other business people.
- Talk to your Financial Planner and/or Bank Manager. They often offer seminars for small businesses. Not only will you meet people, you might learn something in the process that will help your business to succeed.

I was recently invited to attend a seminar at a local bank. I don't even bank there but I went anyway. And, I offered to do a fifteen minute "networking activity". Why? It got me out of my seat and in front of a room full of people, It allowed me to stand out from all the others at the event. I also offered one of my books, "*Networking Edge –Building Relationships for Success,*" as a door prize, which of course allowed me to collect the business card of every person at the event.

Don't forget though, in order for networking to be truly successful it must be mutually beneficial. Shawn MacDonald, branch manager at the RBC in Hamilton, as well as employees and guests also benefited. The networking activity created a buzz in the room, giving people permission to connect with each other. According to Shawn, "*It was quite evident that everyone really enjoyed it and there was a lot of cross referrals amongst the businesses participating.*"

I challenge you to look for networking opportunities that you may not have considered before – go to a "Great Place" and then tell others about it. You have everything you need – "*You have brains in your head. You have feet in your shoes*"- and don't forget your business cards!

In the words of Dr. Seuss.... "*Get on your way!*"

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