

NETWORKING

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Who am I?

Professional career:

- 1998-2008: CEO BlomInfo Denmark
Director of International Business, Blom ASA
- 1987-1998: CEO Kampsax (Geoplan, surveying/mapping)
- 1975-1987: Manager Kampsax (Geoplan)
Project manager in Iran, Saudi-Arabia, Sudan,
Bahrain, Eastern Germany
- 1973-1975: Project manager Aerokort, Denmark and
Greenland
- 1973: Master of Science/Chartered Surveyor

Characteristics: Entreprenoer; selling, making things
grow

Who am I?



Personal background:

- Early orientation towards a rich social life and people
- Reaction against childhood environment
- Networking: Learning by doing

Why me?



Why am I talking about Networking?

- Within the commercial Geo-data sector
I might be the one with the
best and most extensive network (!)

Blom Group

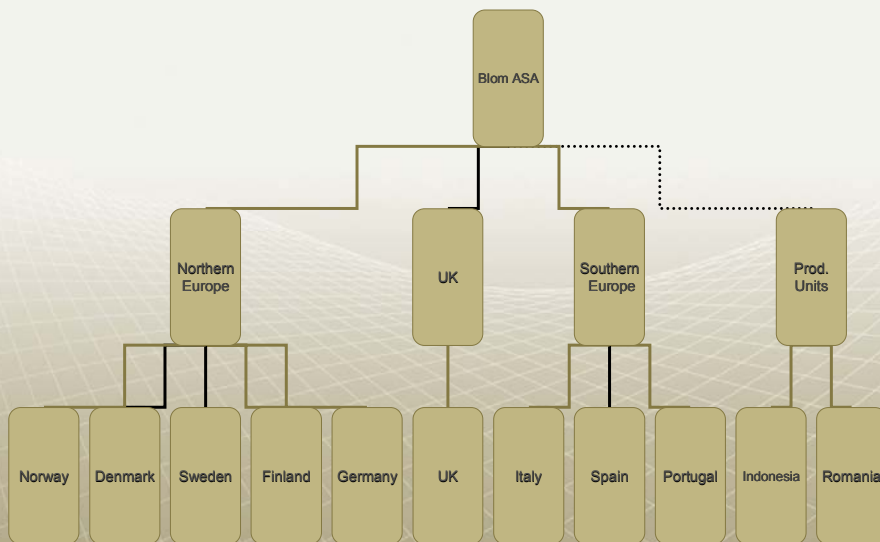
An International company within
digital mapping and geo-data production

Blom Group

- Europe's largest company within mapping
- Expected turnover 150 mill EUR in 2008
- Expected net revenue 23-25 % in 2008
- Registered at Norwegian Stock Exchange
- About 1000 employees worldwide



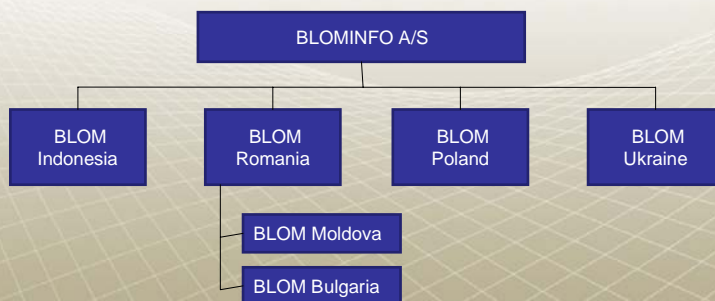
Blom organisation



Blom Group - BlomInfo A/S



BlomInfo A/S has subsidiaries in Indonesia, Romania, Bulgaria, Moldova, Poland and Ukraine, which altogether have about 600 employees (60% of employees in Blom Group)



Blom Group – BlomInfo A/S



BlomInfo A/S, Denmark

- Established 1998 by Peter Normann Hansen and Kristian Skak-Nielsen
- National market
- International projects within mapping and technical assistance (cadastre, land administration)
- About 50 employees in Denmark, subsidiaries in Indonesia, Romania, Ukraine, Bulgaria, Moldova with altogether about 500 employees

WHAT is Networking ?



Definition Networking:

A social structure made of nodes (individuals or organisations) that are tied by one of more specific types of interdependency – like values, visions, idea, financial exchange, friends, kinship, dislike, conflict, trade, web links etc. (Wikipedia)

My network related to this definition?



Type of Networks



- Private Networking
- Professional / Corporate Networking
- Strategic Networking

My Network:
Combination

Remember: You trade with people, NOT with companies

How to Network?



- Personal meeting (senses)
- Written communication (sensibility)

Meet people

Get in touch – where ever!

Keep the contact, following up (e-mail, phone etc)

Invite people, make your contacts meet each other

Charity work

Internet communities

Business cards

How to Network?



How I do networking:

- Personal contact (telephone, meetings) instead of e-mail or letters
- Human relations
- Trust and confidence
- Investing a part of myself

ADVANTAGES with Networking



- Exchange of information
- Source to development (personal and professional)
- More broad-minded view
- Increased trust, fundament for future collaboration
- Support to professional career / job opportunities
- A part of the social capital of individuals

My advantages:

- Get information early

Disadvantages with Networking ?



- Closed networks (difficult for externals to access)
- Time consuming (need people in the organisation with complementary qualities)
- Difficult to measure the advantage and revenue for investment
- People with less social interest / skills might have difficulties to enter networks
- Often cliques within a network - safe, but not efficient

What is a GOOD Network?



- Open for everybody – "The strenght of weak ties"
Open networks, with many weak ties and social connections, are more likely to introduce new ideas and opportunities to their members than closed networks with many reduntant ties
- 150 members; typical size of a social network, scientific proved limit for recognizing members and track emotional facts about all members
- The participants continue to establish new contacts,

WHO is the Good Networker?



Will you become a better networker by being in a network?

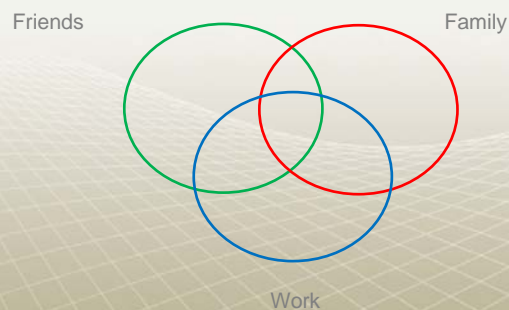
What is needed:

- Generous, give / take attitude
- Open
- Respectful
- Having access to a variety of networks seems to be more advantageous than having many connections within the same network – bridging networks
- Focused on the relations, takes time to build trust
- Always open to new contacts
- Active in making him-/herself visual - but not too much!
(e-mail flow, private information)

WHO is the Good Networker?



- The one who is able to balance friends, family and work.



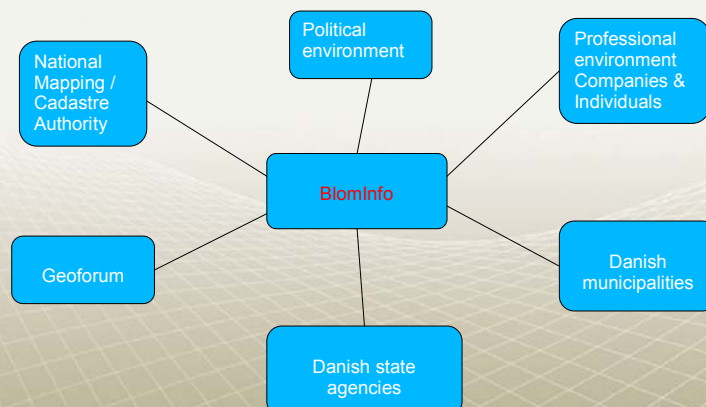
How to build a network



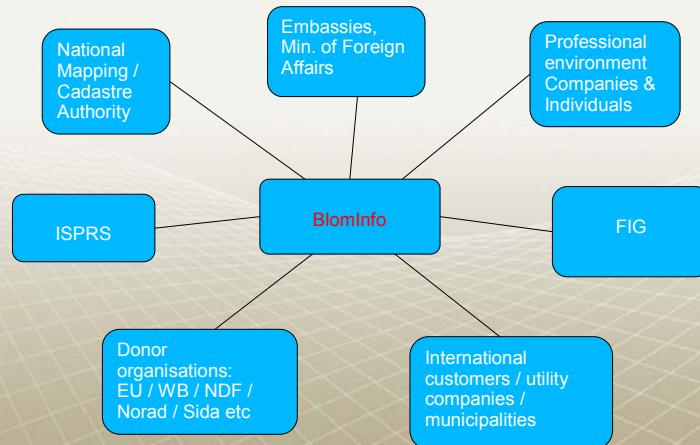
Preparations:

- What is your purpose of building network? (job, business etc)
- Relevant organisations?
- Relevant courses / classes / studies?
- Relevant internet communities?
- Exercise on a short presentation, 2-3 minutes, which can be used in all settings – even in the elevator! (How much will you give?)

BlomInfo DK Networks



Blom International Network



Networking in Geo Environment



- Stable and well known networking forums (ex FIG)
 - Conferences, at all levels – local, national, international
 - Working groups
- Doing business
- Political relations

My Networking:

Long lasting connections at all levels (NOT use and waste)

Results from Geo Networks



- Professional development of the members
- Bringing the profession forward
- Business development

THANK YOU