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Networking organizations grow in importance during lean economic times

Greater Philadelphia Senior Executive Group reports increased member activity

PHILADELPHIA — With bad economic news seemingly around every corner, more and more people – especially executives – are learning (and re-learning) the critical value of networking.

That’s the experience reported by the Greater Philadelphia Senior Executive Group (GPSEG), a non-profit association of senior-level executives aimed at fostering business contacts, supporting members in career transition and generally sharing knowledge.

“Career success is tied, in large part, to who you know. While this is especially true for executives, it also applies to everyone else in the workforce,” said GPSEG Founder and Chairman Chris Pavlides. “You can never know too many people or learn too much information.”

GPSEG recently completed an online survey of its more than 800 members and recorded some telling findings, which demonstrate the need for effective and continuous networking for the entire workforce. As a matter of fact, “Networking for Life” is GPSEG’s motto:

- Sixty-eight percent of its members are currently fully employed as top executives and entrepreneurs.
- Half of all members say networking is important to helping them accomplish their goals.
- Of those members in transition, 44 percent had their position eliminated, while another 29 percent were the victims of downsizing.
- Ninety-one percent of the members reported being satisfied with their GPSEG membership and the networking opportunities it affords.

Pavlides, who is also an Associate Professor of Entrepreneurship at Temple University’s Fox School of Business, noted that networking doesn’t have to occur with a formal organization such as GPSEG

“When you’re looking for work, you need to take advantage of every resource available.

(More)

Whether that's joining an organization like GPSEG or just talking with your neighbor about a job opening, every little bit really does help," he said. "Networking with other executives can easily lead to a meaningful referral or another executive job opportunity."

Networking in hard times

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About GPSEG

GPSEG is a non-profit professional association of senior-level executives committed to the exchange of business contacts and ideas in a spirit of generous giving, and to the fostering of career fulfillment, business development, and professional and personal growth. Its purpose is to provide meaningful senior-level networking contacts to its members; support its members who are in career transition; share knowledge, best practices, and resources; educate members on topics of interest to their professional and career development; and develop cooperative programs with other professional organizations in the region.

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