

3. "You must know the value of wisdom"

- Whether or not you can pay for something priceless

Wisdom is the most valuable human characteristic. Wisdom comes naturally.

Human wisdom is the essence of society, but few people truly understand the value of it. People who freely say things like, "give me an idea," "tell me something," or "introduce someone to me," never succeed by using social networks because he or she disregards someone's wisdom. When masters of social networking receive someone's ideas or introductions, they naturally pay or present a gift to show their appreciation. To use only words of thanks, such as, "thank you for telling me" is not enough for to give back for networking.

To build a social network, the key point is to be aware of the value of wisdom. I have a strong awareness of it.

An idea cannot be seen, thus, it is difficult to set its value. When a person benefits from gaining wisdom from another, he may think, "Oh, I received something of value which cannot be priced and therefore must repay him or her in some way." In such cases, a person should take action immediately and follow through with repayment.

- How to build a solid relationship

A referral fee is very expensive. For example, my company “Shushoku-ka” (meaning “employment bureau” in Japanese) offers several thousands of dollars as a referral fee for a valuable asset. There are some people who think referrals are free, and he or she might casually say, “Mr. Uchida, is there an excellent worker for my company that you could introduce me to?” Every company needs skilled workers, but I do not want to introduce a person to a company for free. Those people never understand the value of social networking. This idea might become clearer if a “good person” is replaced with “sexy woman.” So, if a man says, “Mr. Uchida, is there any sexy woman that you can introduce me to?” This would be humorous to say because no guy introduces a sexy woman to another and lets the other guy have the woman. People must understand this concept. However, it is okay for someone to say, “Tell me if you know a good restaurant.” Everyone can share the information about going to a restaurant, but this cannot be applied to the introduction of excellent human resources for employment.

If you have trouble making a social network, then try casually asking others something like, “tell me a good story.” Asking others to talk promotes networking. Also, you must repay someone a little bit more than normal for their wisdom. If you stick to this rule, then you can build solid relationships.