Focus on the Future
Guest Predictions: Gale Paige

Guest Predictions is a regular feature in which we ask leaders in a number of professions questions that affect us all.

Gale Paige, President and CEO of Complete Professional Connections
Complete Professional Connections is a client-centric company that provides extensive training in Networking and Business Development. Our focus is to help our clients form trusting, long-term relationships within their sphere of influence. Our team takes the time to teach each of our clients the best tools and tips available, so they can easily "Network" their way to success. We believe that growing a strong network will help your business generate wealth and thrive. We strive to educate businesses and individuals on the power and importance of networking. To us, Networking isn't just our job... it's our lifestyle! At Complete Professional Connections, we have the passion, dedication, commitment and knowledge to help YOU create complete, professional business relationships with the right connections.

Gale is a speaker and a writer. Gale was a break out speaker at the 2012 Virginia Women's Business Conference. She was the featured speaker for the Business Women of Loudoun, a breakout speaker at the National Veterans Small Business Conference, and at a TEDxTalk event. Gale was published in I am Modern Magazine and is finishing her book "You too can be a Queen, Networking tips you can actually use" (2014).

Gale is currently guest lecturing for the MBA students at John Hopkins University and George Mason University, while guest lecturing for undergraduate students at Radford University, Virginia Commonwealth University, George Mason University and University of Maryland.

Q: What do you see as the key emerging uses of the internet for a *Networking and Business Developer*?

A: The use of social media to connect, build relationships, do business and market myself and my company. The internet has made researching an individual and company easier before I meet with them.

Q: What surprising applications of the Internet have you found in your field as a *Networking and Business Developer*??

A: I don't tend to be a high tech individual but the use of new apps are incredible. I knew it would be the most popular "thing" when I heard a song on Sesame Street "there's an App for that". I believe LinkedIn has allowed for professional social networking to soar.

Q: What have been the "Best Uses" of the Internet for you?

A: As a person who believes in face to face networking the internet has been the best vehicle to stay in touch with people. I can send an email or facebook message letting them

know I have been thinking of them. It makes staying in touch simple and fast. I still send note cards and make phone calls but the internet makes communication with many people a lot easier.

Q: What should be avoided when dealing with the Internet?

A: Remember that everything you post on any social media site is forever. There are no do overs or take backs. If you are angry or want to "say" something it is best to wait 24 hours before writing that email or message on the internet. Too many people want to be heard when they are upset and don't often recognize their thoughts are open to the entire world.

Q: Which next steps might you recommend for all of us to take?

A: I believe that people crave one on one attention and you should not give up face to face time with other people. That being stated you must have a presence on the internet, make sure you have a website, get the basics for your business in social media and make a post/tweet two to three times a week. If you don't think you can handle your social media there are great companies out there that are affordable and awesome (check out Generation Y media).