

# H Y P E R T A L E N T

## **Why network access is different for men and women**

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It's no secret that one of the most effective ways to advance your career is to branch out and network with people within and outside of your work. Yet women seeking to get ahead often come across difficulties when trying to expand their circle of connections.

Why do many women find networking difficult? One of the reasons is that they tend to have less time to attend after-work events and social gatherings due to the additional responsibilities they still often assume on the home front. As a result, they miss out on the quality social time spent outside of the office, which can strengthen professional relationships.

Moreover, an important part of career advancement is networking with the right people at executive levels. And although women are generally being granted more and more career advancement opportunities in the West, the majority of senior executives is still male. Whereas for men, it is easy to suggest lunch or after-work drinks to another man, if a woman makes the same request, it risks being interpreted differently. Thus, the ongoing social dynamics at play in the workplace can hold women back if they fear potential ambiguity in their attempts at professional networking.

Fortunately, women can overcome these obstacles by diversifying network development strategies. The global digitalization of businesses has transformed the face of networking, allowing for efficient connections between professionals through online platforms. Women can overcome their networking difficulties by joining professional women associations. Alternatively, various professional platforms have been tailored to facilitate the advancement of careers by connecting executives around the world.

The Hyper platform connects executives with executive search firms within the hidden market of leadership positions. The platform offers the possibility of confidentially signaling one's skills and interests to a broad network of executive recruiters, while providing visibility into unpublished, confidential executive positions. For women (and men) looking to expand their network reach, joining Hyper can help place them in the flow of senior leadership recruitment and bring them one step closer to their career goals. For more information, go to [www.hypertalent.com](http://www.hypertalent.com)