

Your Digi-Worth

SOCIAL MEDIA CHANNELS are full of opportunities to connect with people who can help you along, personally and professionally. But just like in the real world, the trick to good networking online is being aware of the other person's needs and being clear about how you can add value in return.

There's a misconception that the key to social media is having lots of connections. Time and again, the most influential people online remind us that it isn't the number of connections you have, but how engaged they are. To put it another way: It's better to be the best connected, than the most connected. Rather than putting all your effort into building new connections online, or growing your following, find ways to add value to your existing connections. Share articles that you think they'd find interesting, respond to their public updates on Twitter, Facebook, LinkedIn, Instagram, Pinterest or whatever network best suits your goals.

If you do this, you're much more likely to get people responding to you when you decide to put your thoughts and ideas out there. And so your network will start to grow as more people see that it's worthwhile to be connected to you.

-DAVE DUARTE, digital guru and CEO of Treeshake

4. How Do I

GET OVER A BAD DAY AT THE OFFICE?

"Gratitude for the small things helps. For example, if the defective traffic lights make me grumpy on my drive home, I remind myself how lucky I am to have my car to get myself to and from work."

-KATLEGO KOLOBE,
MentorSeek-certified master coach

EMOTIONAL SURVIVAL TIPS FOR THE MODERN OFFICE

A teary tornado or an aloof Ice Queen: neither are welcomed in the office. We help you find your emotional balance in the workplace.

1. BUILD BOUNDARIES: "Women often take on the role of the office firefighter – extinguishing other people's problems before our own," says Katie Demain, head of the Happiness at Work Division at the Business Results Group, and an executive coach at Gordon Institute of Business Science. But it's important to delegate or say no, says Demain. Keeping your thoughts and feelings bottled up can lead to blow-outs, adds industrial psychologist Kevin Distiller. "Rather, raise an issue by calmly telling the offending party where your boundary is, emphasising your dissatisfaction with the issue and not with the person," he recommends.

2. REMAIN FOCUSED: One of the biggest precursors of emotional imbalance is anxiety, says Penny Holburn, a Johannesburg life and business coach. "Anxiety causes our thoughts to spin out of control, which stifles problem-solving," Holburn recommends counting backwards from 100 to help your brain refocus. "Or ask yourself how you would manage if your worst anxieties came true? Knowing you'll be able to cope can help you feel empowered," she advises.

3. GET POSITIVE: When you're faced with disappointment, remember to isolate the incident and realise that not everything is negative, says Distiller. "If you feel you're about to cry, take time out in the bathroom to gather yourself before resuming work," he says. Also, make a "strengths list," as a reminder of the positive feedback you've enjoyed at your job to keep you buoyant during tough times, recommends Holburn.

-TRACY ESSERS ▶