

12/16/2025

## **December is not a “quiet month” for your network — it’s a strategic one.**

As the year winds down, many professionals mentally switch off from networking. That’s a missed opportunity. December is one of the *best* times to strengthen relationships—if you approach it with intention.

Here are a few things I encourage professionals to focus on this month:

### **1. Reconnect without an agenda**

Send a short, genuine message to people you’ve worked with, referred business to, or simply value. No pitch. No ask. Just a thoughtful check-in and a thank-you for the year.

### **2. Close the loop**

Who did you meet this year that you never followed up with properly? December is the perfect time to reconnect and reset the relationship heading into January.

### **3. Acknowledge and appreciate**

A personal note beats a mass holiday greeting every time. Let people know *why* you value the relationship—specificity matters.

### **4. Review and refine your network**

Take an hour to look at your contacts. Who are your true VIPs? Who has potential? Who should you stay in light touch with next year? Clarity now creates momentum later.

### **5. Look ahead, not just back**

Reach out to a handful of people you’d like to spend more time with professionally in the new year and suggest a January or February catch-up.

Strong networks aren’t built at conferences alone. They’re built in moments like these—when there’s space to be human, thoughtful, and intentional.

Your January will thank you for the work you do in December.