



## Community Has Tremendous Value

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It is reported that [Microsoft](#) is buying [Yammer](#) for \$1.2B. What is Yammer? It is known as the "[Facebook](#) for the business world." Yammer provides ways for companies to create private social networks for their employees. It has more than 5 million corporate users.

Their press release reads, "The acquisition represents Microsoft's latest attempt to adapt a major shift in technology industry, one that is fueling demand for more internet services and social networking tools."

I believe the acquisition represents the importance and value of community. People need people to succeed in business, period. Everyone from a paralegal to an MBA to a computer programmer must develop business relationships with co-workers, vendors, and clients in order to be successful, and communication is an essential ingredient for that success.

Tools such as Facebook, LinkedIn, Yammer, Twitter, MySpace... are popular and apparently worth billions of dollars because of the value of networking. It is simple and obvious. My goal in writing this post is as a reminder to never put off meeting a potential client, vendor – anyone with great energy and is like-minded – connect. Our [Discovery Conference Centre](#) is a place where we want connections to happen and opportunity to flourish. Thus, we have our bi-monthly speaker series with topics ranging from "How to Read People" to "Giving Presentations."

Goal: Connect with at least two business people this week on [LinkedIn](#), not competitors, but people you know, trust, and might do business with someday. I wish everyone SUCCESS.

