

## **Drink Your Way to Success**

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Success in just about any profession often depends on a person's ability to network, and to develop contacts. A prime way to network is over drinks. In fact, a person who does not drink is less likely to be successful than one who does. Students who spend time drinking rather than studying are ensuring their eventual success.

Facts are facts. A recent study "found drinkers earn between 10 and 14 per cent more than non-drinkers." Further, according to the same study, men who go to a bar at least once a month earn an additional 7 per cent. The reason for the success of drinkers, according to the author of the study, is that "Social drinking builds social capital. Social drinkers are networking, building relationships and adding contacts to their [phones] that result in bigger paycheques."

Perhaps this study is not good news for people who do not drink. Perhaps these people feel that there are other ways to develop contacts, such as getting involved in charitable organizations or meeting colleagues for breakfast instead of in a bar after work. While these strategies do have merit, neither is as effective as the social networking that occurs while drinking.

In fact, a reasonable conclusion from this study would be to encourage students to learn how to drink. Knowing how to drink without embarrassing oneself is a key skill in business, as the above study proves. Therefore, students should not feel guilty about spending evenings drinking instead of working or studying, since drinking will lead to their eventual success. Students should not focus on school other than to do well enough to pass; otherwise, they are doomed to earn less than their peers who put their study time to good use by hitting the bottle.