READING

4 **Read and complete the article on effective networking. Choose the best word from A, B, C or D to fill each of the gaps 1–10.**

HOW TO BE AN EFFECTIVE NETWORKER

There are different communication skills we (**1**) _____ learn such as presenting, negotiating and interviewing. But the skill of networking is a bit harder to define and – in many ways – harder to develop.

For many people, networking is something that extroverts are good (**2**) _____. All sales people, for example, who attend conferences and trade fairs, have to be able to start a conversation with someone they have never met before and (**3**) _____ a network of contacts. However, effective networking is something that everyone can benefit from. Even if you never leave the office or factory, you can meet colleagues at the coffee machine and (**4**) _____ a chat with people from other departments.

So what exactly is networking? And how do you learn to be an effective networker?

There are two aspects of networking. One is about how you (**5**) _____ to other people: for instance, whether you are dressed appropriately for the situation and your body language is open or closed. A smiling face can make all the difference between starting the conversation positively or making the other person want to (**6**) _____ on.

The other aspect is linguistic and you can use language in different ways. For example, try to answer a question with long sentences rather than in single-word answers. When someone asks you, 'What do you do for a living?', don't just say 'I work (**7**) _____ an office,' because that leaves the other person with little to respond to. Instead, describe what you do with a sentence like, 'I'm responsible (**8**) _____ the day-to-day running of our IT systems and I liaise with all our teams in over 20 locations.' Now the other person can ask you all sorts of follow-up questions about what you do, and so you can start a proper conversation.

How you ask questions is also important for networking. (**9**) _____ excessive use of questions which require only a 'yes' or 'no' answer and try to ask open-ended questions. A question like 'Do you like your job?' isn't as effective as 'What do you like about your job?' because it doesn't automatically generate a long answer. If you do use a yes / no question, quickly follow it up with an open-ended question. For example, it could go like this: 'Do you work here? What are you in charge (**10**) _____?'

1	A have	B do	C can	D are	6	A look	B move	C go	D get
2	A of	B for	C in	D at	7	A to	B in	C on	D for
3	A build	B do	C take	D run	8	A for	B to	C of	D on
4	A get	B talk	C have	D make	9	A Don't	B Try	C Avoid	D Ask
5	A appear	B speak	C look at	D manage	10	A for	B to	C of	D on

LIVEWORKSHEETS