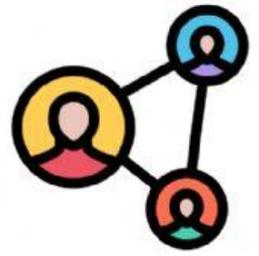


Networking



2

Key phrases

Complete the phrases below with the following verbs:

apply come develop make (x3) strike take

1. _____ someone redundant → to cause someone to lose their job because you do not need them anymore
2. _____ time off → to stop working temporarily in order to rest, recover from an illness, spend more time with your family, etc.
3. _____ to somebody's attention → to be noticed by someone
4. _____ connections → to find and get to know people who can help you, e.g. in your career or business
5. _____ up a conversation → to start a conversation with someone
6. _____ a good impression → to cause someone to notice you in a positive way
7. _____ for a job → to officially request employment, e.g. by sending your cv to an employer
8. _____ rapport → to build a feeling of trust and understanding with someone

Now complete the following sentences with suitable phrases above, changing the form of the verbs as appropriate:

1. The company went bankrupt, so he was _____.
2. She had to _____ because of her new baby.
3. The news of his resignation _____ my _____ this morning.
4. The office canteen is a good place to _____ with colleagues who you don't know very well.
5. A good salesman tries to _____ with his potential customers so that they trust him and feel comfortable.
6. I _____ for ten _____ so far this month, but no one has invited me for an interview.
7. He knows a lot of useful people. He is very good at _____.
8. Roger _____ at his interview this morning. I think he has a good chance of getting the job.

3

Predict the answers

Decide if the following statements are True or False and read the first three paragraphs of the text below to check your answers.

1. More than 65% of job applicants use networking to get new jobs.
2. Only 20% of all job positions are filled with the employer advertising.

Now read the rest of the article and put True or False next to the following advice:

1. Networking only benefits one person.
2. It can take place anywhere and any time.
3. You should ask open questions when making new contacts.
4. You should take more than 30 seconds to talk about yourself.
5. It is a good idea to send your cv when making contact with the head of the department that you are interested in working for.
6. Send a follow-up email after making a new contact.



Networking: Success is down to contacts - so maximise yours

The key to success at work is to be a good networker - wherever you are.

1. A human resources director who was made redundant decided to take a few months off, as he had been given a generous package. He began to coach the football team at his son's school, and got talking to one of the parents also coaching the team. He turned out to be a vice-president of a large multinational, which led to a job locally, at £10,000 more, and a new football-fanatic friend!
2. Whether you're looking for a new job or changing careers, networking is the essential tool for gathering information and getting to the right people. According to research by DBM, the career-management consultants, more than 65% of clients cited networking as the way they got new jobs.
3. Many came from what is known as a "weak tie" - meaning that the job offer did not come through someone who was the first point of contact but from someone further away. Often people spend hours searching the web and applying for advertised jobs. But surveys show that 80% of all positions are filled without the employer advertising. They are filled by candidates who come to an employer's attention through employee recommendations, from referrals from trusted associates or from direct contact.
4. Networking is the art of making connections, building alliances and developing a web of relationships with the potential for mutual benefit. It's a two-way street - there may be ways you can help them, too. It can be
6. Ask them open questions to get them talking about themselves, their business, important and challenging issues that they or the business are facing. Good listeners are engaging.
7. Be prepared. Know what you are looking for and be able to speak succinctly about yourself. Write a summary that can be delivered in less than 30 seconds. The more you are able to tell people in a logical, concise way about what you've done and what you're looking for, the more they'll be able to keep their ears open for you. You get one chance to make a good impression, so you might practise by yourself or with a friend first.
8. Be proactive. Tell your contact why you are interested in the company. Always have a business card ready to give them and ask for theirs. Have a pen handy, to take notes from your conversation on the back of the card. Approach a company that you would like to work for. If no jobs are advertised on their website, try to think of someone you know who works there who you can talk to. Otherwise, write to the head of the department where you would fit best to request a meeting, asking for 20 minutes of their time or to talk on the phone. Remember, ask for information and advice - don't send a CV.
9. Don't give up. Continue to stay positive, confident and enthusiastic. Networking can be full-time work, so don't get discouraged if you don't gain results

done anywhere or any time - on a plane, business or social setting - you probably don't even realise that you are doing it. It's talking to people you know or don't know and developing rapport.

5. You never know who you might strike up a conversation with. The important first step is to smile and be friendly, then to start creating positive impressions and making connections. Show interest in others and listen. Most people enjoy talking about themselves, so you can use this tendency to your advantage.

immediately. Take time out and do other things to recharge your batteries.

10. Remember to say "thank you". Follow up by sending an e-mail or letter, thanking your contact for their help and keeping them informed on how the job-seeking is going. Be friendly and open with everyone, and creative about making new acquaintances. You never know when or where you will run across a good connection, hear about or get recommended for a job - they can come from the least likely places. *Adapted*

4

Find the words

Find a word or phrase in the article which means...

1. train (verb, P1) _____
2. very important (adj., P2) _____
3. professional recommendations (pl. noun, P3) _____
4. an advantage for both people (2 expressions, P4) _____ , _____
5. pleasant, charming (adj., P6) _____
6. in a way that doesn't use too many unnecessary words (adv., P7) _____
7. short and clear (adj., P7) _____
8. ready for use (adj., P8) _____
9. meet by chance (phrasal verb, P10) _____