

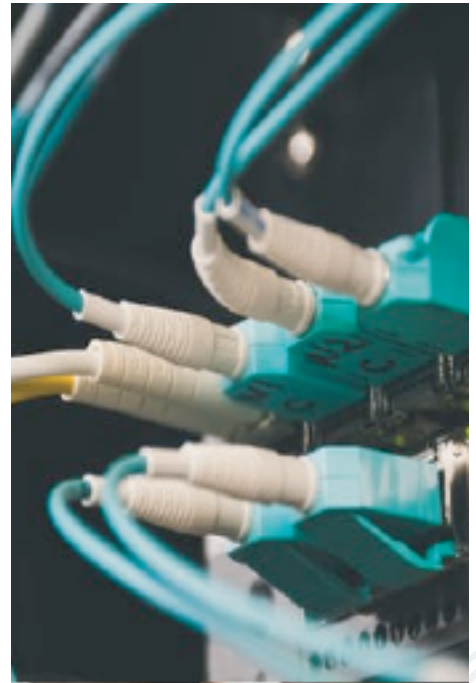
LESSON 8

NETWORKING

KEY POINT LEARNING TO NETWORK

Are you a part of any association or group outside of the office?
Do you think it is important to develop contacts for your career progress?
If so, how do you do this?
Do you think networking is a pejorative term?
Have you ever been networked?

Developing a network of business acquaintances can be a difficult task. Using lobbying techniques or alumni contacts can work, but the whole idea of networking can be pejorative. Here is an excerpt from a book on networking from the Networking for Dummies series.



Objectives To learn about business and social networking

Time 60 Minutes

Vocabulary Business and Social Networking

Key Points Learning to network

Grammar Indirect Speech

Review Previous Chapter

VOCABULARY AND EXPRESSION BUILDERS

Vocabulary

Dummy Not smart.

She felt like a dummy when she forgot the answer to the question.

Begs for questions Ask for a response.

The statement begs the question of how do you fix the problem?

Low key **Calm.**

He is a low-key person.

After the fact After something has happened.

They seemed to arrive after the fact, and could not help.

Groundwork The basics.

He did all of the groundwork for the show.

Broadcast letter A letter to many people.

They send out a broadcast letter to all of the members.

Elevator pitch To sell something in 1 minute.

He was able to raise money on just an elevator pitch.

In as much as So far as we know.

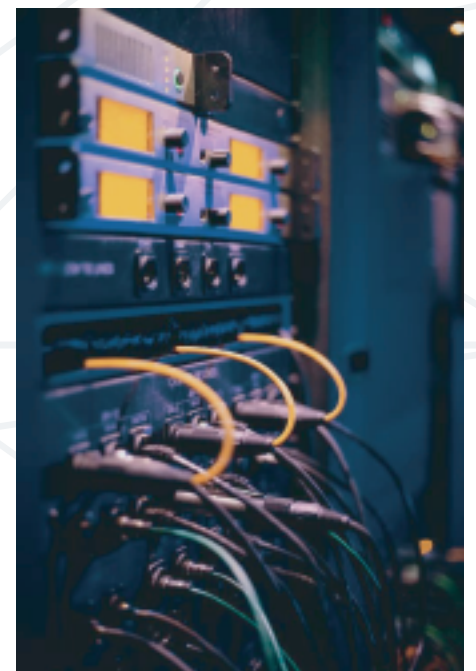
In as much as I am a scientist, I do not know the answer.

Overboard To exaggerate.

She went overboard in her presentation.

Multi-level marketing (MLM) Sales structures.

They use multi-level marketing sales techniques.



VOCABULARY AND EXPRESSION BUILDERS

Scams A false situation.

The scam was being investigated by the police.

Boisterous To be very present and to make noise.

The children were boisterous.

Barks orders To have an aggressive tone in a request.

The sergeant was barking orders.

The associate director from the Acme Automotive Company is visiting next week.

Though you thought networking was easy, it can actually be difficult.

As a matter of fact, the fundamental rules for networking are similar in every country.

The networking definition begs for further questions.

Multi-level marketing can go overboard.

COMPREHENSION BUILDERS

Networking for dummies. (excerpts)

By Nancy Greene.

Chapter 5

Networking and career advancement in the USA.

Even if you do not have ambitious career objectives, in a highly competitive environment it is important to keep your professional relations community alive. What is networking? The definition of a business network as defined in the English dictionary is a group of people that have some kind of commercial relationship.

It could be a boss-employee, buyer-supplier, colleague-colleague, and so on and so forth. This presents another question. Aren't networking techniques similar in every culture? Yes, they are, and as a matter of fact the fundamental rules for networking are similar in every country. The networking definition begs for further questions. Haven't you been to your local cultural event recently? Didn't you go to your alumni fund raiser last spring?

What is networking? Networking consists of exchanging information and creating personal acquaintances.

People network in many different situations: on the telephone, in company lunchrooms, at professional conferences, at trade shows, in company meetings, in classrooms, in lounges, in hallways, on elevators, in airplanes, on trains, in busses, in hotel lobbies and waiting rooms. Some networking is carefully planned and some just happens. Networking is friendly, low-key and essential in our complex society.

Don't find yourself asking the following question after the fact. If I had only known about the importance of developing a good set of connections, I would have begun earlier. If you are considering developing a network here are some ideas.

- Phase 1: Groundwork

You should evaluate your career situation. This is important in establishing a starting point. You ought to prepare an elevator pitch describing your accomplishments. The objective is how to present your circumstances to people you will meet during the networking sessions however formal or informal.

If you are job hunting, you should prepare a resume. In the event you need to contact people more formally, a CV is a great tool. Sometimes they have to be sent quickly so have a copy ready ahead of time because if it is not perfect it will show.

Before you meet someone new, remember to obtain information about them.

- Phase 2: Fundamental Networking

Friends and family are a good source of networking contacts, but use them carefully. Networking with alumni from universities, high schools, and graduate studies can develop a great contact network.

If you can, network cautiously within your employing organization.

Attending professional meetings.

Participating in professional organizations such as the engineering society is a good way to make contacts.

- Phase 3. Sophisticated Networking

Giving presentations in any circumstance is good. It brings attention to you. This will only have a positive effect. The subject is not so important.

Publishing articles will permit for larger audiences to contact you.

Organizing a blog and/or a website will help you spread your abilities and competencies.

Arranging information interviews with people who can help.

Sending a broadcast letter.

Using headhunters and employment agencies to stay in touch.

- Phase 4. Ongoing Networking

Remember that these techniques can be developed constantly and do not forget to continue your networking by working on appropriate strategies.

QUESTIONS

1. Networking is _____.
 - a. not the best way to find a job
 - b. a group of people who have a commercial relationship
 - c. only for senior executives
2. People can network _____.
 - a. in many different ways
 - b. in a few situations
 - c. at associations only
3. According to the book it is best to network _____.
 - a. on an ongoing basis
 - b. only when you are looking for a job
 - c. when you need help
4. Sophisticated networking is _____.
 - a. a boisterous technique
 - b. an indirect and low-key approach to contacting people
 - c. multi-level marketing

PART TWO

Part 2
Networking for dummies. (excerpts)
By Nancy Greene.
Chapter 12
Networking for Dummies (excerpts)



Chapter 12 The stigma of networking.

In as much as networking is a necessity in our daily lives, it is possible to go overboard with this communication technique. We have all heard of the sales personality and the multi-level marketing scams where our best friends try to sell lots of impractical products to us or where people think John the neighbor (and the award winning real estate agent) is unrealistic in his humor because he is always boisterous, energetic, lively, animated and just a little too dynamic. These types of behaviors label the networker quickly. This begs the following question. Isn't it possible to balance the necessity to network with our personal lives?

The good news is that there is a way to do this. Sometimes people wish they had known that there is a way to avoid the salesman's personality in the pejorative sense. Perhaps the most concise way to describe this solution is to think of our professional networking activities as just that. They are professional activities. Hang up your hat when you get home. Meaning do not mix professional with personal. This is not so easy to do. In the same way the Managing Director of The Acme Automotive Company directs the family when she gets home, or Dr. Little who is Director of operations at Phentec Pharmaceuticals barks orders to her husband as she is required to do in the office, it is important to manage our professional and personal habits. This is very subtle and requires good behavior to execute.

PART TWO

How do you hang your work hat up when you get home? Perhaps the best technique for doing this at first is to maintain a low key. React to what people are saying instead of initiating the conversation. Permit for your conversation partner to lead the way. React but do not control. This can be difficult when our job is to animate all day long. Become a listener and react to what is being said. Remember your conversation partner is not a network contact. Even if she is, she will appreciate your style. People do not like to be networked with. Master networkers are aware of this and are very good at controlling their network mode.

So, before you lose too many friends or even if you find that you are losing track of your personal self-think about the following. Shouldn't you consider the consequences of your networking behavior on your personal life? Find the answers in the next chapter.

From *Networking for Dummies*
Van Buren Publishing 2007

- 1 Behaviors such as _____ label a networker quickly.
 - a making phone calls, joining clubs, business trips
 - b being low key, speaking softly, and being gentle
 - c going overboard, too much humor, and too much enthusiasm

- 2 The salesman's personality can have a _____ sense.
 - a indifferent
 - b pejorative
 - c positive

- 3 It is possible to balance our personal lives with our professional networking by _____.
 - a hanging up your sales hat when you get home
 - b talking more
 - c networking with your family

- 4 It is possible that you _____.
 - a can loose friends if you do not network
 - b can loose business if you do not network enough
 - c can loose many contacts by networking too much

GRAMMAR FUTURE CONTINUOUS

Future Continuous

Use

Like all continuous tenses, the verb expresses an action that is happening around another action in the future.

Structure

Subject + will be + present participle

I will be eating when you arrive.

GRAMMAR FUTURE CONTINUOUS

Negative

Subject + will not be + present participle (also will not = won't)

I will not be working on the project next week.

Interrogative

Will + subject + be + present participle

Will you be working when your business clients arrive next week?

Examples

The director will be networking with potential clients when you arrive at the conference next week.

I will be visiting clients when we are at the conference next month.

I will not be sending a broadcast letter next week during my vacation.

Exercises Complete using the

1. The management team (to use) _____ blackberries next year.
2. The price tag (to not show) _____ during the sale.
3. During the presentation the participant (to sit) _____ in the front row.
4. The multi-level marketing initiative (to increase) _____ its activity when we send out the broadcast letter.
5. The sales scams (to not affect) _____ our business during the court case.
6. The coach (to bark) _____ orders when the challenge is on.
7. Networking for Dummies (to run) _____ for top prize during the book awards.
8. The sales team (to present) _____ to the new clients when they are in Milan next week.
9. (to function / the new management) _____ when we arrive.
10. The low-key elevator pitch worked well. The company (to signing) _____ a contract during the trade fair next week.