

NETWORKING IN BUSINESS

Watch the [video](#) titled “Best Networking Tips: How to Make a Connection” by Indeed.

1 WARM UP

Discuss the quotes related to networking, use the prompts to guide your answers.

1. Discuss the meaning of each quote.
2. How could you apply the meaning of each quote to your professional life?
3. To what extent do you agree / disagree with each quote?
4. Can you think of any real-life example where you have seen the meaning of each quote in practice?

Quotes:

“It’s not what you know, it’s who you know.”

"Your network is your net worth."

"The richest people in the world look for and build networks; everyone else looks for work."

"Networking is not about just connecting people. It's about connecting people with people, people with ideas, and people with opportunities."

"If you want to go fast, go alone. If you want to go far, go with others."

Task 2: Discuss the questions below as a class.

1. How do you usually start a conversation with someone you don't know?
2. Do you attend networking events?
3. Has networking helped you progress in your career?
4. How has social media changed how people network?
5. Describe how having a strong professional network can help one’s career.



2 VIDEO VOCABULARY

Task 1: Match the words from the box to the correct definition.

rapport	referrals	comfort zone	reciprocal	innovative
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1. a professional recommendation. **Referrals.**
2. an agreement in which people agree to do something similar for each other. **Reciprocal,**
3. a situation where someone feels safe and in control. **Comfort Zone.**
4. new ideas, original and creative thinking. **Innovative.**
5. to have a close relationship with someone with whom you are in sync. **Rapport.**

Task 2: Now, use those words to complete the sentences.

- a. Building a strong **rapport** with clients can lead to increased trust and better business relationships.
- b. **Referrals** from satisfied customers can greatly expand a company's client base.
- c. Stepping out of your **comfort zone** can open doors to new networking opportunities.
- d. Networking is a **reciprocal** process where both parties benefit from the exchange of information and connections.
- e. An **innovative** approach to networking events can make them more engaging and memorable.

Task 3: Practice using the words by answering the questions:

1. How can you build **rapport** with someone at a networking event?
2. Do you think **referrals** are key to helping you progress professionally? Explain.
3. Is it necessary to leave your **comfort zone** in order to progress professionally? Why?
4. Do all agreements made at a networking event have to be **reciprocal**?
5. Is having a strong network of professionals the best way to access **innovative** ideas?



3 VIDEO ANALYSIS: HOW TO NETWORK

Task 1: Complete the quotes from the [video](#) by using the words in the box.

referrals	language	alone	starter	acquired	connections	contribute
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“Networking, it's a skill that comes easy to some. But for tons of people, myself included, it's a skill that's **acquired**.”

“Research shows that **referrals** are a top source of hires. Meaning those personal relationships, they can really pay off.”

“When it comes to networking events, there is nothing wrong with going **alone**.”

“Putting yourself in a position to talk to new people, it's actually a good thing. You never know who you'll meet, who they might know, or how they can **contribute** to finding your next job.”

“Meet Jess, a retail sales associate. She's attending her first ever fashion career expo. A cool way to break the ice in a group setting is by wearing something that pops. It makes for a good conversation **starter**.”

“The head tilt, this is the universal sign that says, I'm listening, purely through body **language**. And while you are listening, do so empathetically and with curiosity about the other person's career.”

“Oh, Jess recognises someone. That is what happens when you've researched your **connections**. This can help you focus your energy on talking to the right people.”

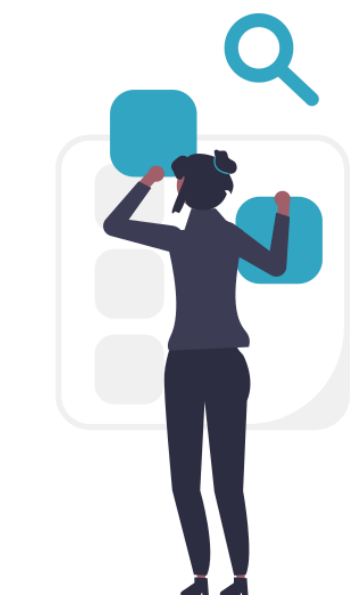


Task 2: Discuss the following [video](#)-based questions.

- a. What is the benefit of going to social events alone?
- b. How can wearing "something that pops" help break the ice in a group setting?
- c. Why is it important to be yourself when networking?
- d. What is the universal sign that says "I'm listening"?
- e. How can researching your connections help you focus your energy on talking to the right people?
- f. Why is it important to have your business card and resume on you at networking events?
- g. What is the benefit of introducing people who should know each other but don't?
- h. How can you start an authentic relationship with someone you meet at a networking event?
- i. What is the key to asking about the other person first?
- j. Why is it important to listen empathetically and with curiosity when networking?

Task 3: Work in pairs. Make a list of networking tips from the video and some of your own until you have a list of 10. Share and compare your list with the class.

1. _____.
2. _____.
3. _____.
4. _____.
5. _____.
6. _____.
7. _____.
8. _____.
9. _____.
10. _____.



4 BENEFITS OF NETWORKING

Task 1: Read the article, then complete the exercises on the following page.

1. **Strengthen business connections:**

Regularly engaging with your contacts and finding opportunities to assist them helps to strengthen the relationship. By doing this, you build the foundations for reciprocal assistance when you need help to achieve your goals.

2. Get ideas: Exchanging information on challenges and experiences allows you to gain new insights. Similarly, offering helpful ideas is a great way to build your reputation as an innovative thinker.

3. Advance your career: Being visible and getting noticed is a benefit of networking that's essential in career building. Regularly attending professional and social events will help to get your face known.

4. Get new information: Networking is a great opportunity to exchange best practise knowledge, learn about the business techniques of your peers, and stay up-to-date on the latest industry news. A big network means wider access to valuable information.

5. **Get career advice and support:**

Discussing common challenges and opportunities opens the door to valuable suggestions and guidance. Offering genuine assistance to your contacts also sets a strong foundation for receiving support in return when you need it.

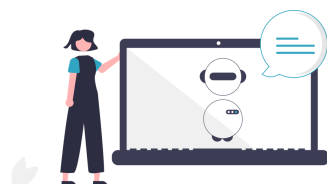
6. Confidence: By continually putting yourself out there and meeting new people, you're effectively stepping outside your comfort zone and building invaluable social skills and self-confidence. The more you network, the more you'll grow.

7. Gain a different perspective: By talking to others in your field, you can gain insights that come from viewing a situation with fresh eyes. Asking for opinions from contacts you trust can help you see things in a new light, and overcome stubborn barriers.

8. Develop personal relationships: Strong friendships are borne from work connections. Your network is probably made up of like-minded people with similar goals, so it's not unlikely that your professional network will spill over into your personal friendships.

9. Get an answer to every question: A strong network of professional connections will be able to answer even your toughest questions. And, if there's no definitive answer, you'll have a solid group to get ideas off the ground and tackle bigger problems.

10. Find a job you love: Professional networking can create new opportunities. You never know who might be hiring for your ideal job. The more people you have in your network, the more likely you are to be the first to know when those big job opportunities arise.



Article adapted from michaelpage.com - [link](#)

Task 2: Decide if the following statements based on the article are true or false:

- a. Networking can harm your self-confidence, leaving your comfort zone is a bad idea. **F**
- b. It is a great way to advance your career by being visible and helping others. **T**
- c. Do not share ideas with your network, as competitors will steal your work. **F**
- d. Do not rely on your network to answer your questions. **F**
- e. Networking can ruin your personal relationships if you focus too much on work. **F**
- f. You can find a job you love, as you will be the first to know of any vacancies. **T**

Task 3: Discuss the questions as a class.

- 1. How can networking strengthen your business connections?
- 2. Have you made any strong friendships through work?
- 3. How can networking help you advance your career?
- 4. Do you agree that networking can help you improve your confidence?
- 5. Have you ever asked someone in your professional network for career advice?
- 6. How can networking help you find a job you love?
- 7. Which of the benefits from the list do you agree with the most?
- 8. Are there any benefits you don't agree with?
- 9. Can you think of any downsides to networking?
- 10. How do you think networking events will change and evolve in the future?



5 WHERE TO NETWORK?

Task 1: Study the different places where networking occurs in the boxes.

- Then rank them from best place to worst place.
- Discuss your reasoning as a class.

a. _____. Job fairs

b. _____. Public speaking events

c. _____. Alumni events

d. _____. Cultural events.

e. _____. Professional development classes.

f. _____. Industry conferences.

g. _____. Charity events

Task 2: Discuss the following questions as a class.

1. Do you attend any of the events listed, or plan to start attending them?
2. Do you know of any other places to network? Explain.
3. Have you ever attended a networking event online? Describe your experiences.
4. Does your company encourage employees to attend networking events?
5. Why do some companies pay for their employees to attend certain events?

6 ROLE PLAY

Read the role play cards below. For each role play card, pretend you are at a networking event. You can use the following structure to help guide the conversations.

1. Introductions.
2. Small talk.
3. Think about any commonalities you may have.
4. Speak about each other's work.
5. Find a way that you could work together in the future.
6. Exchange contact details.

Jack Wills, 42 years old, London, UK.
Software Developer at Microsoft (5 years)
Previously worked at Google and Apple.
Interested in investing in start-ups.
Side hustle: Created his own game app.

Janet Davies, 36 years old, Oxford, UK.
Previously worked at Microsoft and Apple.
Founder and CEO of a start-up online bank.
Bank - 2 years old, 200 employees.
She wants to expand with a new app.

Tony Owen, 56 years old, New York, USA.
CEO of Mercedes.
Previously worked at BMW and Honda.
He wants to hire a marketing manager.
Side hustle: Sells car parts on Ebay.

James Hart, 48 years old, New York, USA.
Marketing Director at Sony.
Previously worked at Tesla and BMW.
He wants to return to the car industry.
Side hustle: Owns a mechanic garage.





HOMEWORK

Watch the [video](#) titled “5 Ways to Create a Stronger Connection” by TED

1 VIDEO ANALYSIS: QUESTIONS

Task 1: Decide if the following statements based on the [video](#) are true or false.

- a. Technology has made it easier to connect with other human beings. **False - Technology has made it easier to communicate, but not necessarily to connect.**
- b. Handwritten notes are less efficient than emails. **False - Handwritten notes show extra effort and care.**
- c. Writing a thank-you letter is a waste of time. **False - It can have a huge impact on the person receiving the letter.**
- d. People are not looking to make a difference. **False.**
- e. When people leave a company, they are less transparent than when they were still working there. **False. They are often more transparent.**
- f. Asking meaningful questions can help people connect with each other. **True.**
- g. Answering questions with honesty is not important for building relationships. **F**
- h. Video conferencing is less effective than phone calls. **False - Videoconferencing allows people to see each other's personalities.**
- i. Being present during a videoconference is important. **T**

Task 2: Watch the video, then write detailed answers to the questions below.

1. “Technology has made it easier to communicate but it hasn’t made it easier to connect with others”. Do you agree? Explain your reasoning.
2. What are the benefits of writing handwritten letters? Would you like to receive one?
3. Do you like to speak on the phone? Do you agree that speaking on the phone rather than via email enables you to connect more? Explain your reasoning.
4. The video advises to “ask interesting and meaningful questions”. Do you think this is possible in the business environment or is it rude to ask personal questions?
5. Why is it beneficial to answer questions with honesty instead of abstraction?
6. Do you agree that video conferences are more effective at connecting people than phone calls? Describe your experiences.
7. “Nobody succeeds alone. The more time you take to develop genuine, authentic relationships, the more you're going to be able to achieve. Because you're going to be able to take risks, but know that there's a network of people to cheer you on and to support your efforts.” How does this quote explain the importance of networking?