



WSC WIĘCEJ NIŻ OCZEKujesz

Warsaw Study Centre

say it with Mr Zloty

HAVE FUN WITH MR ZLOTY

"How do salespeople traditionally greet each other?"

„Hi. Nice to meet you. I'm better than you."

READ AND LEARN

This month we'll have a closer look at some tips to effective social **NETWORKING**.

Social networking vs. e-networking

It is believed that networking is one of the best strategies for finding a new or better job. Some also say that social networking is the new and improved way to land the job of your dreams, which unfortunately not always turns out to be true.

It's hard to miss the (1) **buzz** about social networking. The media has been all (2) **agog** over the rapid rise of such websites as MySpace. They attract millions of visitors every month, providing lots of opportunity for individual interaction and relationship building. While this activity is indeed networking, the most important aspect of its description is the adjective that defines it — social. That may be a ton of fun, but the question is — is it likely to get you hired?

In the past, the term „e-networking” was used to describe electronic or online networking. But with the rise of the social networking, it was redefined as „employment networking”. E-networking — employment networking — is unlike its very social cousin in three important ways. Firstly, it has a different purpose; secondly, it is done in a different way; and thirdly, it takes place on different web sites.

Boiled down to its basic purpose, social networking has a social goal: to connect with someone who shares your hobby or other interest, or to expand your circle of friends with friends of your friends. The purpose of e-networking, on the other hand, is to connect you with contacts who can help you land a new or better job. These contacts include current and former colleagues, former bosses and coworkers, and even recruiters. Of course, the interaction has a social component, and you should treat these individuals with the same (3) **courtesy** and respect you would like to receive, but its goal is simply employment.

Social networking involves informal introductions and casual conversations in cyberspace. Think of it as a virtual place (space) where people eagerly and pleasantly meet and greet one another online. There's no obligation to participate, no (4) **downside** to not doing so, and no performance standard to meet if you do participate. E-networking, in contrast, requires active participation, and the quality of your effort determines the return you get from your investment of time. Also, the key to success in e-networking is giving as good as you get. You have to share your knowledge, information, and job contacts if you want others to share theirs.

No less important, that sharing must be done regularly so that it builds familiarity and trust among those with whom you network. Their confidence (in you) reassures them that they can safely refer you to a business associate or colleague. Sharing friends on a social networking site isn't particularly risky; but putting someone in touch with a business contact is. It can damage reputations or even (5) **jeopardize** employment, especially if the person you refer turns out to be less than business-like.

Since the purpose of e-networking is to find a new or better job, you must do it where you're most likely to connect with people who know of or have access to employment opportunities. That means your professional (6) **peers** and the recruiters who focus on your career field and industry. The best e-networking venues are the discussion forums and bulletin boards at websites. E-networking websites are usually organized by career field and industry and are free to use.

COLOUR UP YOUR ENGLISH

It's important to sound **polite and show interest when networking**.

Paraphrase these rude statements into more **diplomatic ones**:

- Who, on earth, are you?

- I'm fed up with this conversation.

- I don't care about your golf craze!

- It's awful, I can't stand this food!

- Can't you read? You mustn't smoke in here!

- I heard you got fired last month.

Now match the same expressions with their diplomatic equivalents:

1. Who, on earth, are you?	a) Excuse me, but this seems to be a no-smoking area
2. I'm fed up with this conversation	b) I'm sure we've met before, but would you mind telling me your name again?
3. I don't care about your golf craze!	c) Am I right in thinking that you've moved on from your previous job?
4. It's awful, I can't stand this food!	d) I'm afraid I'm not really into golf
5. Can't you read? You mustn't smoke in here!	e) If you'll excuse me I need to make a phone call
6. I heard you got fired last month.	f) I know a lot of people like... but if you don't mind I'd like to order something else

KEY: 1b, 2e, 3d, 4f, 5a, 6c

Although some may feel critical about social networking as it takes time and may not always be as effective as we would wish it to be, one piece of advice is to, first, devote some serious energy to e-networking, and then, after that's done, relax with a little social networking — or better yet, get out and meet the neighbours and/or friends. Experts of networking suggest to consider several networking strategies that have proven successful:

- **The best networking takes place at home.** Inviting colleagues, prospects, clients, and contacts to your home establishes a more personal relationship. An invitation to your home also creates opportunities for mutual invitations and introductions to others' inner circle of contacts.
- **Give and you shall receive.** Volunteering leads to important connections and the development of relationships that are not just based on building business contacts, but on helping others.
- **Don't assume.** Don't reject invitations to events that seem like (7) duds — they often turn out to offer valuable networking opportunities. You never know who will appear to be your best connection that could turn into a powerful, long-term relationship.
- **Create your own networking opportunities.** Host a party to honor someone you admire, give an award or even create your own blog in the Internet presenting your originality. There are countless ways of getting people together to enjoy the spirit of the season. All you need is a good idea.
- **Follow up with every person you meet.** A handwritten note letting someone know you enjoyed meeting them is priceless today, and worth every minute. Your goal is to (8) solidify your initial impression and to be remembered.
- **Use your business cards.** They are your best networking tool. Always have plenty on hand and don't be shy about handing them out. In-between jobs? Personal „call me“ cards printed with your name, descriptor (e.g., „Sales and Marketing Specialist“), and contact information are the perfect tool for self-promotion. Note: If you're employed but on the job hunt, it's proper protocol to use your personal cards rather than your company business cards.

extracts adapted from www.hotjobs.yahoo.com/networking/

Match the synonyms below to the words numbered in red:

- a) excited _____
- b) to consolidate _____
- c) to threaten _____
- d) a piece of trash _____
- e) disadvantage _____
- f) thrill _____
- g) politeness _____
- h) colleague _____

KEY: a) 2; b) 8; c) 5; d) 7; e) 4; f) 1; g) 3; h) 6

COMMUNICATION SKILL PILL

Read the dialogue at a conference break and pay attention to the expressions in bold, what language functions do they express?

Amy: *I really enjoyed your talk this morning.*

Sam: *Oh, thanks. Yeah, it went quite well, I think.*

Amy: *Definitely. You had some very interesting things to say. I'm Amy Watson, by the way. I'd like to talk to you about some of your ideas, my company may be interested in your product. So, do you know many people here?*

Sam: *No, not really. It's the first time I've been to one of these conferences.*

Amy: *Me too. Why don't we fix up a time to chat over a drink? Here's my card.*

Sam: *Thanks, here's mine, I can always e-mail you my slides from the talk.*

James: *Amy! There you are! Your workshop starts in five minutes.*

Amy: *Oh, hello James. Let me introduce you to Sam... Sam Watson, absolutely brilliant presenter. This is James Gilbert, my assistant.*

Sam: *Nice to meet you James.*

James: *Pleased to meet you Sam, so how are you enjoying the conference?*

Sam: *Well, it's been good so far, I can't wait for Amy's speech.*

Amy: *Talking of speeches, if you'll excuse us we need to get prepared. It's been pleasure talking to you. We'll be in touch.*

Sam: *Good luck with your presentation.*

Now match the expressions 1- 10 to language functions represented a-j

- | | |
|---|--------------------------------------|
| 1. Talking of speeches... | a. introducing yourself |
| 2. Good luck with your presentation | b. introducing others |
| 3. I really enjoyed your talk this morning | c. complimenting |
| 4. Let me introduce you to Sam | d. accepting compliments |
| 5. Yeah, it went quite well, I think | e. inviting |
| 6. Why don't we fix up a time to chat over a drink? | f. changing subject |
| 7. Here's my card | g. wishing well |
| 8. If you'll excuse us we need to get prepared | h. referring to the situation around |
| 9. I'm Amy Watson, by the way | i. exchanging cards |
| 10. So, do you know many people here? | j. finishing a conversation |

KEY: 1f, 2g, 3c, 4b, 5d, 6e, 7i, 8j, 9a, 10h

MORE FUN WITH MR ZŁOTY

A new client had just come in to see a famous lawyer.

„Can you tell me how much you charge?“ asked the client.

„Of course“, the lawyer replied, „I charge \$400 to answer three questions!“

„Well that's a bit steep, isn't it?“

„Yes it is,“ said the lawyer, „And what's your third question?“



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