



DARIYA DZIUBA

NEWSLETTER #13



NETWORKING

21/06/2010

SOME CONDITIONS OF PARTICIPATION

You are welcome to join our "Business English Tips" group. In the group you will be able to communicate with other people who learn English. You will share your ideas about learning and also study something new. To make the participation more complete, I invite you to take part in the discussions and, of course, work on the newsletter during the two weeks you have.

Here are some tips of participation in the discussions:



Be polite



Answer the questions directly and post only relevant information



Check your post before sending it (please don't reply to the e-mails. Create a new message when answering the discussion question from your e-mail address)



Be understanding and accept other people's positions



Remember that we all study, so don't correct or laugh at any mistakes



Enjoy the opportunity you have



P.S. I will be very glad if you could tell other people about this newsletter. It's free, it's professional and it's about English. I'm sure that a lot of people will be glad to use this opportunity. To invite your friends join our newsletter, please, ask them to write to the following e-mail address: info@enrucafe.com

NETWORKING

Hello everyone,

This newsletter focuses on networking, which is very important for helping you achieve better career results. That is why you will find here a whole article dedicated to this topic. Our grammar focus will be Present Perfect Continuous, which, I hope, will become clearer after you read about it and do the exercise. As usually, you will solve some brain teasers, read some business stories and tales, and laugh at a business comic strip.

I hope you will enjoy this newsletter. Thanks for being a subscriber to it ☺ You will receive the next issue in a month.

Dariya Dziuba

GRAMMAR: Present Perfect Continuous

You know, I have been writing this newsletter for about a month. I have been sending the newsletters for about a year now. And you have been learning business English by using these newsletters since 2009. All the sentences mentioned above are written in Present Perfect Continuous. We usually use this tense to speak about the actions we started doing in the past and:

A) we still continue doing them (so, the actions still are not finished):

- I **have been painting** the walls in this room for 3 hours. (and there is still much work to be done)
- She **has been cooking** for a long time. (and she is still cooking)
- They **have been living** here since 2009. (and they are still living there)

B) we have finished them just some time before (we speak about how the people used their time until the present moment):

- What **have you been doing** today? (before this time)
- I **have been watching** TV. (before your coming home)
- He **has been waiting** for her for about 3 hours. (and she came, at last)

How Present Perfect Continuous is formed.

AFFIRMATIVE. Active form of the verb (passive will be discussed after we deal with all tenses in our newsletters).

As you will see in the scheme, it is very easy!

<u>HAVE/ HAS</u> – <u>BEEN</u> – VERB + <u>ING</u>

- **I/we/you/they/plural – have been...** (working/ living/ sleeping/ watching...)
Example: I have received your e-mail. They have met the deadline.
- **He/she/it/singular** (a colleague, a manager, an employer...) **has been...**
(working/living/sleeping/watching...)
Example: She has been learning for all this year. He has been waiting for you all day long!

NEGATIVE SENTENCES.

Nothing is easier than to form negative sentences in Present Perfect Continuous! Just add **not** after **have/has**. That's all! *For example:*

- She **has not been living** here for long.
- I **have not been talking** to him for three hours.

INTERROGATIVE SENTENCES.

Form questions very easily – put the verb “have” (have/has) before the subject. *Example:*

- **Have they been waiting** for you?
- How long **has she been negotiating** the contract with them?

NOTE! The time expressions often used with Present Perfect Continuous are the following: **recently**, **lately**, **this week**, **since** (some time), **for** (some time) etc. *Example: I have been working a lot recently.*

She has been watching TV for all evening.

Exercise. Put the verbs in the correct form.*

1. _____ about this project all morning? (they/argue)
2. She _____ on the phone for about three hours. (talk/not)
3. He _____ for a job for a long time already. (look)
4. They _____ with each other lately. (speak/not)
5. _____ for this company since 2001? (he/work)
6. They _____ their clients since this morning. (call)
7. She _____ a new document for about a month already. (compile)
8. We _____ on business trips for three days. (go/not)
9. I _____ here for about 10 years. (live/not)
10. We _____ this advertising campaign again and again. (exploit)
11. _____ for this book? (look/you)
12. She _____ at this hotel for 2 weeks; she _____ in it for a week only. (stay/not/ stay)
13. We _____ all recent news. (discuss)
14. They _____ all this morning. (move/not)
15. All our customers _____ our new products all morning. (order)
16. She has not been listening to very important information. (listen/not)
17. _____ very important news at the meeting? (they/report)
18. We _____ our new video clips all evening. (watch)
19. He _____ very hard this week. (work/not)
20. _____ this new project over? (you/think)

BRAIN TEASERS

At job interviews and at some business schools brainteasers are quite popular now. That is why I decided to include some of them into this newsletter. From now on you are going to find two brainteasers in every newsletter. Check the answers to the teasers at the end of the newsletter.*

1) Three men walk into a hotel and rent a room for 30 pounds. But the hotel manager realized the room should have been only 25 pounds. So he sent the dishonest bellboy and told him to give 5 pounds back to the men. The bellboy cheated and said to the three men the room was actually 27 pounds and gave them 3 pounds back and donated the other to his favourite charity. Where is the missing pound because $25 + 4 = 29$?

2) You are in a cabin and it is pitch black. You have one match on you. Which do you light first, the newspaper, the lamp, the candle or the fire?

Source: <http://www.woodlands-junior.kent.sch.uk/fun.html>

HINTS ON BUSINESS READING: How to read real vacancies

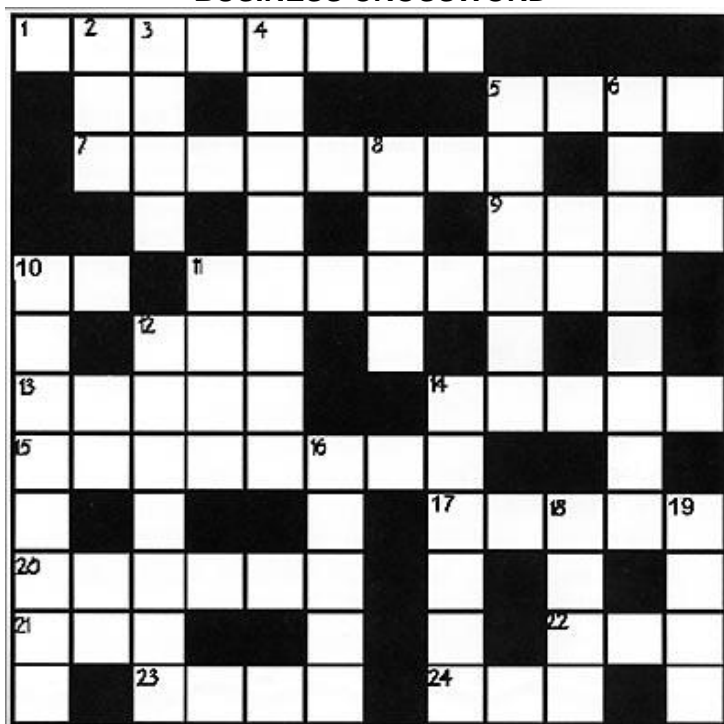
Match the expressions usually used in the vacancies with their real meaning. Then check your answers at the end of the newsletter.*

- | | |
|---|---|
| <ol style="list-style-type: none"> 1. Join our fast-paced company 2. Casual work atmosphere 3. Some overtime required 4. Enclose recent photo with CV 5. Must have excellent team career 6. Leadership-minded 7. Good communication skills 8. Ability to work under pressure 9. Seeking candidates with a wide variety of experience | <ol style="list-style-type: none"> a. We stay competitive by paying less than our competitors. b. If you're old or ugly, we'll tell you the post has been filled. c. You'll need it to replace the different jobs of the 3 people who just quit. d. You will not start a family while you are working with us. e. So fast we have no time to train you. f. You can wear jeans one Friday in the month. g. Some each evening and some each weekend h. We tell you what to do; you work out what we mean and do it i. You'll have all the responsibilities of a manager, without the pay of respect. |
|---|---|

10. Competitive salary

j. You'll need

BUSINESS CROSSWORD



CLUES ACROSS

- 1. Boss, man in charge of a company.
- 5. Something a businessman may take, and lose
- 7. Trade, buying and selling things
- 9. Speak
- 10. "..... well" means "be successful".
- 11. Buy
- 12. Animal.
- 13. Reserve of unused or unsold goods.
- 14. Very bad period of recession for industry and trade.
- 15. A written agreement.
- 17. Opposite of "closes".
- 20. Labour organisations in industry.
- 21. Neither ... / ...
- 22. To manage, to organise.
- 23. To come together in the same place.
- 24. Man to whom a family business is often given.

CLUES DOWN

- 2. Abbreviation often found after the name of an American corporation.
- 3. Part of a building.
- 4. Essential equipment in most firms today.
- 5. Selling to the general public; opposite of "wholesale".
- 6. Man who sells.
- 8. Opposite of poor.
- 10. A reduction in the usual price.
- 11. A share.
- 12. To repeat something, usually in written form, in order to be certain.
- 14. Reserves (different word from 13 across).
- 16. Something of positive value.
- 18. To make money.
- 19. Do this to a letter, to make sure it arrives!

BUSINESS STORIES AND TALES
The Human Resources Story

A highly successful Human Resources Manager was tragically knocked down by a bus and killed. Her soul arrived at the Pearly Gates, where St. Peter welcomed her:

"Before you get settled in," he said, "We have a little problem... you see, we've never had a Human Resources Manager make it this far before and we're not really sure what to do with you."

"Oh, I see," said the woman. "Can't you just let me in?"

"Well, I'd like to," said St Peter, "But I have higher orders. We're instructed to let you have a day in hell and a day in heaven, and then you are to choose where you'd like to go for all eternity."

"Actually, I think I'd prefer heaven", said the woman.

"Sorry, we have rules..." at which St. Peter put the HR Manager into the downward bound elevator.

As the doors opened in hell she stepped out onto a beautiful golf course. In the distance was a country club; around her were many friends - past fellow executives, all smartly dressed, happy, and cheering for her. They ran up and kissed her on both cheeks and they talked about old times. They played a perfect round of golf and afterwards went to the country club where she enjoyed a superb steak and lobster dinner. She met the Devil, who was actually rather nice, and she had a wonderful night telling jokes and dancing. Before she knew it, it was time to leave; everyone shook her hand and waved goodbye as she stepped into the elevator. The elevator went back up to heaven where St. Peter was waiting for her.

"Now it's time to spend a day in heaven," he said.

So she spent the next 24 hours lounging around on clouds and playing the harp and singing, which was almost as enjoyable as her day in hell. At the day's end St Peter returned.

"So," he said, "You've spent a day in hell and you've spent a day in heaven. You must choose between the two."

The woman thought for a second and replied, "Well, heaven is certainly lovely, but I actually had a better time in hell. I choose hell."

Accordingly, St. Peter took her to the elevator again and she went back down to hell.

When the doors of the elevator opened she found herself standing in a desolate wasteland covered in garbage and filth. She saw her friends dressed in rags, picking up rubbish and putting it in old sacks. The Devil approached and put his arm around her.

"I don't understand," stuttered the HR Manager, "Yesterday I was here, and there was a golf course, and a country club, and we ate lobster, and we danced and had a wonderful happy time. Now all there's just a dirty wasteland of garbage and all my friends look miserable."

The Devil looked at her and smiled. "Yesterday we were recruiting you, today you're staff."

The source: http://www.businessballs.com/stories.htm#human_resources_story

BUSINESS COMIC STRIPS: JUST FOR FUN

Scott Adams



The source: <http://www.dilbert.com/strips/comic/1998-12-31/>

USEFUL EXPRESSIONS: Business Proverbs and Sayings

- Do not protect yourself by a fence, but rather by your friends
- Don't go near the water until you learn how to swim

- Don't put all your eggs in one basket
- Don't wash your dirty linen in public
- Don't ask God to guide your footsteps if you're not willing to move your feet
- Don't be sweet, lest you be eaten up; don't be bitter, lest you be spewed out
- Don't bite off more than you can chew
- Don't bite the hand that feeds you
- Don't bring a knife to a gun fight
- Don't burn your bridges behind you

**TEXT TO READ AND THINK ABOUT
BUILD RELATIONSHIPS AND ADVANCE IN YOUR CAREER**

Sakina Rangwala

What does networking mean?

Networking is not a mere exchange of business cards at a cocktail party nor is it bragging about yourself or begging for help from people you barely know. According to most experts, networking is building relationships on the basis of trust that involves a give and take. Lynne Waymon, co-author of the book "Make Your Contacts Count" says, "It's about teaching and giving. Teaching people who you are... and what kind of opportunities to send your way. And it is about giving -- listening so generously that you can also help people accomplish their goals." Networking is not optional anymore; it is a crucial skill to master.



When should you network?

Most people wait to build their network after a crisis hits them -- like a job loss- then they scramble to make contacts and find a job. But such an attempt is doomed to failure. You should already have an effective network in place that can help you in such a situation, experts advise.

"One of the biggest mistakes that people make is that they stop networking once they get their job," explains networking coach Diane Darling of Effective Networking, Inc. Not only does networking help you find a job, but if you want to grow in your career you need to network within your current company and outside your workplace. Your network, once efficiently in place, becomes not only something you maintain on a regular basis like a chore, but it becomes a part of your lifestyle. After a while, "networking is maintaining a type of friendship," explains HR expert Lily Garcia.

Why is it important to network?

Quite simply, it works. In an August 2009 survey conducted by global outplacement consultancy Challenger, Gray & Christmas, Inc., human resources executives were asked to rate the effectiveness of various job-search methods on a scale of 1 (least effective) to 5 (most effective). Networking averaged a 3.98. About half (48 percent) of the respondents gave networking the highest effectiveness rating of five. In today's workforce finding a job is not as simple as attending a job fair or sending out a killer resume. "It is a very competitive job market and people who know people in the right positions are going to get jobs," says Garcia. "And this is especially true the further along you get in your career."

It is possible to get entry level positions by going through the normal application process, but very often when it comes to landing senior level positions, having an inside contact will make all the difference, Garcia says.

Dos

- Know your goal and have a strategy
- Be confident; find a role model or a mentor you can emulate
- Say thank you often and smile
- Brag about your skills.
- Make a good first impression
- Follow up with a new contact as soon as you can
- Send a Christmas or holiday card to re-establish contacts
- Learn to listen attentively
- Gain trust and learn to trust, in order to build friendships

Don'ts

- Don't wait until a crisis hits; network now
- Don't be a wallflower - make an effort to socialize with co-workers at events
- Don't ask for a job, ask for advice first
- Don't be afraid to ask questions
- Don't shy away from exploring online networking groups like Ryze or LinkedIn
- Don't join tons of networking organizations; two or three may be enough
- Don't put things on Facebook you wouldn't want a new boss to see

So how can you develop a robust professional network?

When starting out with a networking effort it is important to have a clear goal in mind. The goal could be finding a job, changing jobs or growing on the job -- whatever the desired end result -- you need to strategize accordingly.

It is hard for many people to fathom that networking needs a goal and a plan. As William Simmons, president of the executive search firm Management Advisory Group points out, "Networking is a highly strategic function. People often mistake it to be just handing out cards, but networking done right is sophisticated. It involves research; it involves getting to know people well; it involves following up."

Once you have defined your goal, any networking effort can be broken down into two key strategies: social networking and informational interviewing. Each strategy has three basic components: developing, organizing and following up. Below we outline how each strategy works.

Social Networking

Develop: Whether you are employed or unemployed, volunteering with an organization is a first step toward expanding your contacts in a field. "You never know where new business or a new job is going to come from. If you keep helping people it will pay off in the long run," explains Simmons.

At work look for a company softball team, a committee, club or an organization that interests you and exposes you to a new set of contacts. If you are unemployed, volunteer in the field that you would like to find a job. A graphic artist could volunteer to create a program or design portfolio for a non-profit organization. If you have the time and money join a networking organization outside of your company. Ask for suggestions from friends and peers or do an Internet search to find a [networking organization](#) that you'd like to join.

Tap into your social networks online, such as Facebook, Plaxo or LinkedIn and join groups online to organize and meet more people in person. Online you have a database of people you know from school to adult life; categorize them (friends, family, co-workers) and approach each person to see if they know a contact in a particular field or company. Ask if they would be willing to make an initial introduction.

Organize: If you decide to join a networking organization, don't join ten things. "I receive resumes or membership applications that I review and people belong to ten organizations and I always wonder, how



much can you get out of all of them? How do they have the time?" says Bill Stokes, founder and chairman of the Washington Network Group, one of the first networking groups in the D.C. area. "Join two, probably three and commit to one at least where you make leadership, so you become involved. Become part of the membership committee or the marketing committee or the programming committee, because that's where you build the relationships that really then matter in terms of finding that next job, or finding the mentor," he says.

Whatever you decide, remember to be diverse in which organizations you join, notes Stokes. He recommends picking an organization that is aligned with your profession first. So if you are a communicator, join an organization like the Public Relations Society of America (PRSA) or Washington Women in PR.

Next, pick an organization in your jurisdiction. If you live in Fairfax or Anne Arundel County pick a local chamber of commerce to build your local network, says Stokes. And look for something broader, that's aligned with a hobby or personal interest. A younger worker interested in international activities could choose an organization like the World Affairs Council.

"As a recruiter I find that people make their very best contacts in places they least expect, at a club, church or temple or mosque or whatever. I have met amazing people on the soccer field. If you can structure a strategy to network then I think it is good to be diverse," says Stokes.

Follow-up: In order to follow up with a contact you met at a networking event or volunteer job, you'll first need to remember his/her name correctly.

Waymon suggests using the Forest Gump rule from the popular Tom Hanks flick. "Remember, he said, 'I am Forest. Forest Gump.' He said his first name twice. It gives more opportunity for someone to catch your name." The whole point is to linger longer over the name and repeat it back, she says.

When you get a business card, write the name and a little about the conversation you had with the person on the back of the card. There are ample ways to organize the information. Things to include in your personal networking file: phone numbers, e-mail address, contact information, where the person worked in the past and other memorable data points. But most importantly, use the database to follow up promptly, once you've made initial contact. Schedule 10 to 15 minutes on your calendar once or twice a week to ask yourself: What can I do right now to build relationships within the company or outside the company?

"I would say I meet 20 to 30 people at a networking reception and only about three or four will send me a message in the first week," says Stokes. "I will get one or two a month later and I cannot remember who they are and the others... may be there was no reason for them to follow up."

People who follow up effectively, however, are the ones who send a note in the mail with a stamp on it. "I open it and I read it and that makes them stand out, because I know they took an extra effort," he says.

Informational Interviewing

Develop: This strategy of networking involves more one-on-one contact and literally translates to face-to-face interviewing for information.

"Informational interviewing is an expanded form of chatting with your network contacts. It's the process of engaging one of your network contacts in a highly focused conversation that provides you with key information you need to launch or boost your career," explains Katharine Hansen, Ph.D. and creative director and associate publisher of Quintessential Careers. You don't have to make a cold call to ask for these interviews. Start developing this network list from initial contacts made at an event or from your online social networking contacts.

Organize: "If you are looking for a job, create 20 paper folders that represent the 20 companies that you would like to work for and you can choose them according to any criteria," says Waymon. Once you have these 20 folders, research each company thoroughly. Be clued into industry news and executive changes at your target companies. Make a list of questions you'd like to ask if you met the company's leadership at a networking event. If you do your legwork, you will be able to have an informed conversation.

Similarly if you are looking to grow on the job, make 20 folders of people you'd like to know within your company. They could be peers, senior executives, someone not in your team or someone with a specific skill you'd like to develop. After you make your list, do some research. If you happen to meet the key colleague in the office elevator, you will be able to make a better connection if you know what they do and what their hobbies are.



Wait for a chance meeting, but if it does not arise, ask for a formal informational interview over a quick lunch meeting or a coffee.

Follow-up: There are three key moments of networking and six stages of developing a relationship with a contact before they can trust you to recommend your name to another party, says Waymon, who outlines this approach in "Make Your Contacts Count."

Once you have established initial contact and an interview, have spontaneous ideas and stories that you can share with contacts on a regular basis to keep the relationship alive. Send e-mail updates or have conversations with your networking goal in mind.

Waymon calls this having an agenda. "The things that you are excited about, giving or talking about or the things that you are looking for, [keep them in mind] then you are never at a loss for what to talk about," she suggests. "You have to be prepared to be spontaneous. You would think we would know this, because we decide what to wear [to an interview], we find directions on MapQuest, so we figure we'll think about what we will talk about. But people don't; they are not that strategic," she says.

Finally, if you've asked for help, don't just disappear. Follow through and let the contact know what happened. If you would like to maintain the contact, keep in touch with updates on what's happening with you and what you have achieved. It is also smart to reciprocate and send along information that may help them. It is this give and take that keeps the contact strong for the future.

Source: <http://www.washingtonpost.com/wp-srv/jobs/how-to/networking-story.html>

VOCABULARY TO THE TEXT

emulate (verb) – imitate; *Ex. Find a mentor you can emulate.*

brag (verb) – boast; *Ex. If you want to succeed it is all right to brag a little about your professional skills.*

follow up (verb) – contact someone again after the first meeting; *Ex. Follow up with a new contact as soon as you can.*

wallflower (noun) – *Ex. Being a wallflower will not help you in your career.*

fathom (verb) – understand; *Ex. Many people don't fathom that networking needs a goal and a plan.*

sophisticated (adjective) – very complex or complicated; *Ex. Networking is a sophisticated issue.*

outline (verb) – to present just main details, main information; *Ex. We outline how the strategy works.*

pay off in the long run (expression) – your efforts will be rewarded in some time in the future; *Ex. Helping people will pay off in the long run.*

tap (verb) – knock, explore; *Ex. Tap into your social networks online.*

approach (verb) – contact people; *Ex. You can approach each person to see you they can help you.*

aligned (adjective) – connected; *Ex. The organisation you join should be aligned with your profession.*

linger (verb) – to persist or continue, especially in the mind; *Ex. You are advised to linger over the name and repeat it.*

ample (adjective) – more than enough; *Ex. There are ample ways to organise the information.*

promptly (adverb) – appropriately, in an appropriate way; *Ex. If you want to succeed in your career, you should do everything promptly.*

launch (verb) – start; *Ex. They have launched a new advertising campaign.*

boost (verb) – increase; *Ex. Due to crisis they boosted their prices.*

legwork (noun) – work, such as collecting information or doing research in preparation for a project, that involves much walking or travelling about; *Ex. If you do your legwork, you will be able to have an informed conversation.*

reciprocate (verb) – to give or take mutually; interchange; *Ex. It is also smart to reciprocate and send along information that may help them.*

*Answers to the exercises.

Exercise.

1. Have they been arguing about this project all morning?
2. She has not been talking on the phone for about three hours.
3. He has been looking for a job for a long time already.
4. They have not been speaking with each other lately.
5. Has he been working for this company since 2001?

6. They have been calling their clients since this morning.
7. She has been compiling a new document for about a month already.
8. We have not been going on business trips for about three days.
9. I have not been living here for about 10 years.
10. We have been exploiting this advertising campaign again and again.
11. Have you been looking for this book?
12. She has not been staying at this hotel for 2 weeks; she has been staying in it for a week only.
13. We have been discussing all recent news.
14. They have not been moving all this morning.
15. All our customers have been ordering our new products all morning.
16. She has not been listening to very important information.
17. Have they been reporting very important news at the meeting?
18. We have been watching our new video clips all evening.
19. He has not been working very hard this week.
20. Have you been thinking this new project over?

Brain teasers:

Answer 1.

There is no missing pound! There is 25 pounds in the till, 2 pounds in the messengers pocket, 3 pounds = 1 in each of the men's pockets and they have paid 9 pounds each (= 27 pounds) and there is one pound in their pockets (3 pounds in total) This makes 30 pounds total. The messengers 2 pounds should be added to the managers 25 pounds or subtracted from the men's 27 pounds, not added to their 27 pound.

Answer 2.

You light the match first!

HINTS ON BUSINESS READING: How to read real vacancies

Match the expressions usually used in the vacancies with their real meaning. Then check your answers at the end of the newsletter.*

- | | |
|---|---|
| <ol style="list-style-type: none"> 1. Join our fast-paced company 2. Casual work atmosphere 3. Some overtime required 4. Enclose recent photo with CV 5. Must have excellent team career 6. Leadership-minded 7. Good communication skills 8. Ability to work under pressure 9. Seeking candidates with a wide variety of experience 10. Competitive salary | <ol style="list-style-type: none"> a. We stay competitive by paying less than our competitors. b. If you're old or ugly, we'll tell you the post has been filled. c. You'll need it to replace the different jobs of the 3 people who just quit. d. You will not start a family while you are working with us. e. So fast we have no time to train you. f. You can wear jeans one Friday in the month. g. Some each evening and some each weekend h. We tell you what to do; you work out what we mean and do it i. You'll have all the responsibilities of a manager, without the pay of respect. j. You'll need |
|---|---|

Business Crosswords



You can contact us via:

- E-mail: info@enrucafe.com
- Telephone: +38(067) 790-08-98 or +38(044) 360-42-26
- Site: www.enrucafe.com
- Blog (Russian version): <http://enrucafe.blogspot.com/>

