



B1-B2 • Business English

# The Power of Networking

## 1. WARM-UP QUESTIONS

1. Is networking natural or awkward for you?
2. What makes a good first message?
3. How do you maintain weak ties?
4. What's the best event you've attended for networking?
5. How can introverts network well?

## 2. VOCABULARY PREVIEW

Match the words with their meanings:

- |                                |  |
|--------------------------------|--|
| ___ 1. social capital          | a. value created by relationships              |
| ___ 2. weak ties               | b. contacting someone you don't know           |
| ___ 3. mutual                  | c. recommendation to another person or service |
| ___ 4. follow-up               | d. chat to learn about a role or field         |
| ___ 5. referral                | e. exchanging benefits for mutual gain         |
| ___ 6. informational interview | f. shared by two or more people                |
| ___ 7. elevator pitch          | g. fortunate discovery by chance               |
| ___ 8. cold outreach           | h. short description of yourself or idea       |
| ___ 9. reciprocity             | i. later contact after a first meeting         |
| ___ 10. serendipity            | j. casual connections with surprising value    |

## 3. READING

### Trust That Compounds

Networks aren't about collecting business cards; they're about compounding trust. Weak ties create unexpected paths: a friend of a friend hears about a role, a casual chat becomes a referral. The engine is reciprocity—offer help first, and the loop comes back later.

Make it easy for luck to find you. Keep an updated profile, share useful notes, send a quick follow-up, and ask for short informational interviews, not favors. A clear, kind elevator pitch respects people's time. Networking isn't a personality; it's a practice.

Think systems, not spurts. Keep a lightweight list (CRM or spreadsheet) and a five-minute weekly habit: send one thank-you, one intro, one helpful link. Show your work publicly so weak ties know what to send your way. When someone helps you, close the loop—tell them the result. Reputations compound when you make other people's days easier.

## 4. COMPREHENSION

1. Why are weak ties valuable?
2. How does reciprocity power networks?
3. What is the purpose of a follow-up?
4. Why are short informational interviews effective?
5. What does a good elevator pitch do?

## 5. VOCABULARY REVIEW

Fill in the blanks with words from the vocabulary list:

1. Strong \_\_\_\_\_ grows from small, consistent actions.
2. \_\_\_\_\_ can open doors you didn't know existed.
3. We discovered a \_\_\_\_\_ connection at the event.
4. Send a quick \_\_\_\_\_ within 24 hours.
5. She got the job via a \_\_\_\_\_ from a past colleague.
6. Ask for a brief \_\_\_\_\_ to learn about the role.
7. Prepare a 30-second \_\_\_\_\_.
8. Thoughtful \_\_\_\_\_ can work better than waiting for luck.
9. Lead with \_\_\_\_\_. Offer help before asking.
10. Good networks create planned \_\_\_\_\_.

## 6. WORD FORMATION

One cell is blank in each row. Complete the missing form.

Verb	Noun	Adjective
_____	connection	connected
relate	_____	related
recommend	recommendation	_____
_____	negotiation	negotiated
support	_____	supportive

## 7. COLLOCATIONS

Match the words that go together:

- |                 |                |
|-----------------|----------------|
| 1. professional | a. intro       |
| 2. mutual       | b. connection  |
| 3. personal     | c. network     |
| 4. warm         | d. opportunity |
| 5. career       | e. brand       |

## 8. ERROR CORRECTION

Find and correct the mistakes:

1. He don't send any follow ups after events.
2. I have wrote a elevator pitch but it are too long.
3. If she would ask for help first, people respond better.
4. There is many mutuals but nobody reach out.
5. We was invited through a random serendipity.

## 9. GRAMMAR REVIEW

Complete the sentences:

1. If you \_\_\_\_\_ (offer) value first, people respond faster.
2. Only after the message \_\_\_\_\_ (include) context did she reply.
3. Had I \_\_\_\_\_ (prepare) my pitch, I wouldn't freeze.
4. If we \_\_\_\_\_ (keep) in touch, the tie stays warm.
5. Her confidence grew because the call \_\_\_\_\_ (go) well.

## 10. PASSIVE VOICE TRANSFORMATIONS

Change to passive voice:

1. They sent a referral to the hiring manager.
2. Someone introduced us on email.
3. They will schedule an informational interview.

## 11. DISCUSSION

1. What's your favorite low-effort networking habit?
2. How do you stay helpful without burning out?
3. When is cold outreach appropriate?

4. How can introverts design a sustainable approach?

## 12. CRITICAL THINKING

Design a one-week networking plan. In 150–200 words, include goals, daily actions, and how you'll measure progress.

### Answer Key

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

Vocabulary Review: 2. social capital; 3. weak ties; 4. mutual; 5. follow-up; 6. referral; 7. informational interview; 8. elevator pitch; 9. cold outreach; 10. reciprocity; 11. serendipity

Word Formation: connect/connection/connected; relate/relation/related;  
recommend/recommendation/recommended; negotiate/negotiation/negotiated;  
support/support/supportive

Collocations: 1-c, 2-b, 3-e, 4-a, 5-d

Error Correction: He doesn't send any follow-ups after events. | I have written an elevator pitch, but it is too long. | If she asked for help first, people would respond better. | We have many mutual connections, but nobody reaches out. | We were invited through a stroke of luck.

Grammar Review: 2. offer; 3. included; 4. prepared; 5. keep; 6. went

Passive Voice: 1. A referral was sent to the hiring manager.; 2. We were introduced on email.; 3. An informational interview will be scheduled.