



HOMEWORK

Read the article then complete the comprehension and writing tasks.

1 SMALL BUT IMPORTANT TALK

In business, small talk is often seen as an insignificant aspect of communication. Many people believe that it is a waste of time, and that it distracts from the important matters at hand. However, the truth is that small talk can be a powerful tool for building relationships and achieving success.

Small talk is a way to connect with others on a personal level, which can help to create trust and build rapport. When you take the time to engage in small talk, you show that you value the other person as a human being, not just as a business contact. This can help to break down barriers and create a more comfortable, relaxed environment for communication.

Another benefit of small talk is that it can help to identify common interests and areas of shared experience. For example, if you discover that you and a business associate are both fans of a particular sports team, you may be able to use that as a conversation starter and build a stronger connection. This can lead to more productive business relationships, as you are more likely to work well with people that you have a strong connection with.

Small talk can also be used to gather important information about the other person, such as their interests, preferences, and goals. This information can be valuable in helping you to tailor your approach to that person, which can increase the likelihood of success in business dealings. For example, if you know that a potential client is a fitness enthusiast, you may be able to incorporate that information into your pitch and create a stronger connection.

In addition to building relationships and gathering information, small talk can also

help to defuse tense situations and diffuse conflicts. When people are in a high-stress environment, such as during negotiations or when dealing with difficult issues, small talk can help to ease tensions and create a more positive atmosphere. This can make it easier to reach an agreement and can prevent confrontational conversations.

Small talk is a necessary aspect of business communication. While it may not always feel like the most important part of a conversation, it is essential for building relationships, gathering information, and creating a positive atmosphere. In today's business world, where relationships are often just as important as the quality of the product or service being offered, the ability to engage in small talk is a valuable skill.

That being said, it is important to remember that there is a time and place for small talk. While it can be a powerful tool for building relationships and achieving business success, it should never be used to waste time or avoid important issues. When engaging in small talk, it is important to remain focused on the end goal and to use the conversation as a means to an end, rather than an end in itself.

In conclusion, small talk is a necessary and valuable aspect of business communication. It can help to build relationships, gather information, and create a positive atmosphere. However, it should always be used strategically and with the end goal in mind. By mastering the art of small talk, you can increase your chances of success in business and build stronger, more productive relationships with your colleagues and clients.