

MODULE 3, KIT 3, VOCABULARY ACTIVITY

FIVE BENEFITS OF NETWORKING

As an entrepreneur, networking is a key activity that is not only fun, but critical to your **personal growth** and business development.

Small business is all about networking, building relationships and taking action.



1. Shared Knowledge

Networking is great for sharing ideas and knowledge. Whether it's asking for **feedback** or discussing your point of view, it will help you expand your knowledge and allow you to see things from another perspective.

2. Opportunities

Whether it's a referral, offer **partnership** or request for your service or product, it is important to be ready to seize opportunities when they come along.

3. Connections

Remember you are not just gaining exposure to the people in the room, you are building connections with their network too. If someone they know has a need that matches your **business**, if you have made an impression, you will likely get a referral.



4. Increased confidence

This is an important attribute as a business owner, because your business growth is dependent on talking to people and making connections.

5. Raising your profile

Being visible and getting noticed is a big **benefit** of networking. By regularly attending business and social events, people will begin to recognise you.

1. Read the text and match the bold words in the text with the meanings given below.

the activity of buying and selling goods and services	
the state of being a partner	
development as an individual	
information or statements of opinion about something, such as a new product, that can tell you if it is successful or liked	
the process of meeting and talking to a lot of people, esp. in order to get information that can help you	
a helpful or good effect, or something intended to help	

2. Read the text and fill in the blanks with the words from activity 1.
- a. Eventually they found a consultant they felt they could do with.
 - b. One of the many of foreign projects is learning how to cope with the unexpected.
 - c. We are always grateful to receive from our customers about the products we've produced.
 - d. Everyone participating in a research project should have an opportunity to experience as a result of his or her participation.
 - e. Alex and Mikhail were in then: Mikhail handled the creative side; Alex was the financier.
 - f. Students find essential to finding the right job.