



English Law &
Compliance

Networking and Building Useful Connections



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Welcome and Lesson Goals

Hello, everyone! Today we are going to read a short essay about networking in 2026. Listen to each paragraph, then answer the three questions. Pay attention to the bold words: they are useful business vocabulary for any profession.

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READ & UNDERSTAND
modern networking

**USE BUSINESS
ENGLISH**
with confidence

APPLY A STRATEGY
to a real case

By the end, you can discuss networking, write a professional follow-up, and evaluate a networking plan.

Vocabulary

- AI
- Easier
- Harder
- Stand out
- Networking

Create an example sentence



Introduction

In 2026, the way we do business is changing fast. Remote work, artificial intelligence, and global markets make it easier to meet people, but harder to stand out.

Networking, the art of building mutually beneficial relationships, remains one of the most valuable career tools. This essay explains how to build useful connections today.



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CHECK YOUR UNDERSTANDING

1. What is changing fast in 2026?
2. Is it easier or harder to stand out today?
3. What is networking, according to the essay?

Vocabulary

- **Guarantee**
- **Leverage**
- **Matters**
- **Therefore**
- **Depth**

Create an example sentence



Quality Over Quantity

Having thousands of online contacts does not guarantee leverage. What matters is the quality of your professional relationships. A small circle of people who know your skills, trust your work, and recommend you is more powerful than a long list of strangers. Therefore, focus on depth, not numbers.



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CHECK YOUR UNDERSTANDING

- 1. Do thousands of contacts guarantee leverage?**
- 2. What kind of people make a small circle powerful?**
- 3. What should you focus on: depth or numbers?**

Vocabulary

- **Stage**
- **Brand**
- **Also**
- **Stakeholder**
- **Worldwide**

Create an example sentence



Your Digital Presence

Digital platforms are now the main stage for networking. A clear LinkedIn profile, a strong personal brand, and regular posts about your industry help people find you. Virtual events also let you connect with stakeholders worldwide. However, always personalize your messages, because generic requests are usually ignored.



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CHECK YOUR UNDERSTANDING

- 1. What helps people find you online?**
- 2. Who can you connect with at virtual events?**
- 3. Why should you personalize your messages?**

Vocabulary

- **Despite**
- **Still**
- **Thoughtful**
- **Carefully**
- **Whithin**

Create an example sentence



Face-to-Face Connections

Despite technology, face-to-face contact still builds trust faster. Trade fairs, conferences, and local business meetups offer chances for real conversations. Prepare a short elevator pitch, ask thoughtful questions, and listen carefully. After the event, follow up within two days and suggest a short call to keep the momentum.

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CHECK YOUR UNDERSTANDING

- 1. What builds trust faster than technology?**
- 2. What should you prepare before an event?**
- 3. When should you follow up after the event?**

Vocabulary

- **Success**
- **Share**
- **Goodwill**
- **Strengthens**
- **Willing**

Create an example sentence



Give Before You Take

Successful networkers think about what they can offer, not only what they can get. Share a useful article, make an introduction, or give feedback on a project. This reciprocity creates goodwill and strengthens your reputation. Over time, people remember your generosity and are more willing to support your career goals and business initiatives.



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CHECK YOUR UNDERSTANDING

- 1. What do successful networkers think about first?**
- 2. Name one way to offer value to a contact.**
- 3. What does reciprocity create?**

Vocabulary

- **Combines**
- **Consistency**
- **Nurture**
- **Measure**
- **Overnight**

Create an example sentence



Conclusion

In conclusion, networking in 2026 combines technology, authenticity, and consistency. Set clear objectives, choose the right platforms and events, and nurture your contacts regularly. Track your progress every quarter to measure your return on investment. Remember, strong connections are not built overnight; they grow through honest, long-term collaboration.



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CHECK YOUR UNDERSTANDING

1. What three things does networking combine in 2026?
2. How often should you track your progress?
3. Are strong connections built overnight?

Business Vocabulary Bank (1/2)

NETWORKING

building professional relationships

STAKEHOLDER

a person or group affected by a business

ELEVATOR PITCH

a short, persuasive introduction

LEVERAGE

an advantage used to achieve a goal

PERSONAL BRAND

the professional image people associate with you

FOLLOW UP

contact someone again after a meeting

Business Vocabulary Bank (2/2)

MOMENTUM

energy that keeps a process moving

GOODWILL

a positive and trusting attitude

RETURN ON INVESTMENT (ROI)

the benefit gained from time or money
spent

RECIPROCITY

exchanging value for mutual benefit

INITIATIVE

a planned action or new project

NURTURE

to develop something with care over time

Exercise 1: Match the Words

Match 1–6 with A–F.

1. leverage
2. stakeholder
3. reciprocity
4. momentum
5. nurture
6. ROI

- A. develop with care
- B. energy that continues
- C. mutual exchange of value
- D. benefit from an investment
- E. interested or affected party
- F. strategic advantage

Exercise 2: Fill in the Blanks

1. Please _____ within two days of the conference.
2. A warm _____ can open the door to a new client.
3. Relevant _____ are more useful than a large list of strangers.
4. Keep the _____ by suggesting a short call.
5. Trust gives a professional relationship greater _____.
6. Track your networking _____ every quarter.

Sofia's Export Start-up

Sofia Ramírez sells organic coffee and wants distributors in new markets. Her 2,500 online contacts produced no clients in six months. At a trade fair, she sent the same generic message to 60 contacts; only two replied.

She changed strategy: selected 15 relevant stakeholders, personalized every message, shared a coffee-trends report, and introduced a logistics provider to a buyer. Three months later: two serious distributor leads and an industry webinar invitation.



Case Study Questions

10 POINTS • 2 EACH

1. Why did Sofia's first strategy fail?
2. Which change most improved the quality of her network? Explain.
3. How did Sofia give value before asking for business?
4. Identify two measurable results of her new strategy.
5. Write one personalized opening line Sofia could send to a potential distributor.



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THANK YOU

Thank you for attending this workshop.



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