

Headline English

2011, week 49 *Learn English through reading on current world affairs*

1 **Connections matter!**

2 original at

3 <http://careers.guardian.co.uk/shoo-in-job-interviews?intcmp=239>

4 Some people never 'apply' for jobs, but are approached directly. But it's
5 not luck that generates these opportunities, it's the reputation you've built
6 with industry peers who are happy to recommend you.

7 Doing the job well has less of an impact than relationship with others. But
8 by far the biggest factor (at 60%) is "reputation/exposure". What can you
9 do to increase it?

10 Meet influential people at industry events such as conferences or
11 presentations. Increase your exposure by offering to speak or present at
12 events.

13 You can also use social media. This is very much a level playing field. It's
14 easy to build contacts through participating in online forums and *Twitter*
15 conversations, and by thoughtful and useful comments on blogs and
16 *LinkedIn* group discussions.

17 However, the transparency of social media can also work against you. Aim
18 for quality over quantity of output, and be known as someone who
19 provides value.

20 Build relationships with key figures, thought-leaders and specialist
21 recruiters who can refer you to others, including those with hiring
22 authority. Personal referrals are among the easiest ways to get a job.

Questions

- 1) Why do, according to the article, some people never have to apply for jobs?
- 2) What is the most important factor with regard to having it so good that you actually do not have to apply for jobs?
- 3) What advice does the article give to people who would like to reach a point where they would just be recommended to new employers?
- 4) What are, according to the article, the advantages and disadvantages of social media?
- 5) How should you, according to the article, use social media to avoid their disadvantages?
- 6) What is the overall goal that is supposed to be reached by following the advice given in the article?
- 7) Do you agree with the article? What do you think is the best way to win an interesting job?

Vocabulary

industry (line 6) – (here) a branch, sector or trade.

peers (line 6) – a person who is equal to another in abilities, qualifications, age, background, and social status

level playing field (line 13) – a state of equality; an equal opportunity

hiring (line 21) – to engage the services of (a person or persons) for wages or other payment, to employ, to give a job to somebody

You can find additional explanation and more examples to help you understand and use English words and phrases at <http://dictionary.reference.com>, <http://dictionary.cambridge.org/>, <http://www.merriam-webster.com/> or <http://www.ldoceonline.com/>

Přejeme Vám mnoho studijních úspěchů.

Tým jazykové skupiny Spěváček:

