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News Release

FOR IMMEDIATE RELEASE

FLOWORK INTERNATIONAL ANNOUNCES 21st CENTURY STRATEGIC JOB SEARCH TOOLKIT FOR IMMEDIATE JOB SEARCHES AND LONG TERM CAREER PLANNING

Self-directed online curriculum instructs learners in how to use key 21st Century tools and skills to purposefully manage their job search and strategically map their long-term career path – perfect as a digital online career services and placement tool for grades 7 to Adult or as 21st Century skills and career readiness instruction

TORONTO, ONTARIO, CANADA, January 22, 2011 – Flowwork International announces the release of "*21st Century Strategic Job Search Toolkit*," the first online toolkit incorporating 21st Century skills in the job search and career planning process for learners from grades 11 to Adult.

As the first ever online job search and career curriculum toolkit to employ concepts, instruction, and tools around key 21st Century skills, The Flowwork *21st Century Strategic Job Search Toolkit* instructs learners in how to purposefully manage their job search and strategically map their long-term career path.

The Flowwork *21st Century Strategic Job Search Toolkit* combines two of Flowwork International's online courses, *Social Capital Development* and *Strategic Job Search Management* into a powerful toolkit for the 21st Century job seeker.

This self-directed, online curriculum instructs learners in how to systematically turn their own social contacts and networks into powerful tools for accomplishing their everyday goals and objectives (including finding a job) and then educates and provides learners with the process, management, and tools for a strategic job search and career.

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Students can enroll in the *21st Century Strategic Job Search Toolkit* online and access it anytime over the Internet.

The Job Market by the Numbers

The Job Market today is highly competitive and connected; thus demanding job seekers possess key 21st skills and resources:

- 80% of jobs are found in the hidden job market
- 67% of online users are members of social networks
- Social networks and blogs are the fourth most popular online activity – ahead of email
- 65-75% of successful job seekers find their employment through social connections

Built on a proven research-based method of sequential, skills-building instruction, *21st Century Strategic Job Search Toolkit* provides 16 modules of learning, complete with overview, demonstration, practice exercises and workbook activities, multiple formative assessments, review, and additional resources via short videos from Flowork TV. The *21st Century Strategic Job Search Toolkit* also contains a free account for the learner within Flowork International's strategic job search management web site located at www.jobsearchboard.com.

As an online solution, the *21st Century Strategic Job Search Toolkit* supports all computer operating systems. It is available online now at www.flowork.com.

In addition, the *21st Century Strategic Job Search Toolkit* builds learners' critical 21st Century skills of collaboration, social learning, and social networking and:

- Provides a systematic process of identifying and managing social network resources which support students' goals and objectives.

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- Motivates students to network with people who can help them accomplish their goals and increase their likelihood for success.
- Reinforces the importance of social networks as a critical 21st Century resource for goal attainment and as a resource for relevant and up to date information regarding their achievement of these goals.
- Systematically guides students through the necessary steps to increase their utilization of the social resources that exist within their network.
- Provides an easy to follow plan that assists individuals through the job search process.
- Helps individuals to manage the job search forces that impact their ability to find work.
- Creates a job search path that guides job seekers towards their longer term ideal job by forcing them to be strategic about the interim jobs they take and how they fit into their long-term plans.
- Focuses individuals on identifying job-related opportunities and breaking their overall goal of finding a job into small tasks that eventually will lead to their objective of employment.
- Encourages individuals to collect job search statistics which allows them to critically gauge what is working and what requires improvement throughout the job search process.

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- Introduces individuals to the concept of 'hiring cycles' and the reality that the job search is a date driven process.
- Systematically directs the individual through the job search process and maps out the stages to landing a job.

“We are proud to offer this *21st Century Strategic Job Search Toolkit* to job seekers and digital learners globally,” said Dr. John Paul Hatala, Founder of Flowwork International and author of the *Strategic Networker: A Learner’s Guide to Effective Networking*. “With its inclusion of key 21st century skill sets, this toolkit will be a core component for enabling employment in today’s highly competitive and connected global job market.”

“Hopefully through the use of the *21st Century Strategic Job Search Toolkit* modern job seekers will see the importance of strategically thinking about their own careers, especially in today’s fluid and fragmented workplace” added John Hillsman, a consultant to Flowwork International. “With individuals going through several more positions and roles within their careers now, the Toolkit will enable job seekers, learners, instructors, and administrators to gain important awareness and mastery of the essential 21st century employment skills as well as the strategic job management necessary for long term professional success.”

Dr. Hatala added, “The strength of the research-based *21st Century Strategic Job Search Toolkit* curriculum lies in its ability to help students develop a strategic plan that can guide them towards employment. Career services and guidance counselors can utilize this resource to provide a framework to looking for work that is often difficult to incorporate into a program. The sequential steps presented in the course provide an easy to follow strategy that engages students and demonstrates how important purposeful networking, goal setting and managing the job search process can be to their success.”

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Lessons and Activities

The *21st Century Strategic Job Search Toolkit Course* is comprised of sixteen learning modules that:

- Introduce learners to the concepts of social capital, social income and the resources that lie within their own social networks
- Teach learners how to systematically turn their Social Capital into Social Income
- Provide successful techniques in Social Exploration Versus Social Networking
- Enables learners to set their Networked Goals
- Allow learners to map their individual Social Network to these goals
- Develop strategies for how to connect with others in their network
- Teach long and short term management of their Network Connections
- Introduce learners to the concepts of strategic job search and career path management
- Instruct learners in identifying their specific Job Search Path
- Provide methods for managing Job Search Forces
- Enable learners to generate Job Related Opportunities
- Stress the techniques for and importance of Collecting Job Search Numbers
- Facilitate understanding of their Job Cycle
- Manage their immediate and long term Strategic Job Search Process
- Review key concepts and put it All Together

Once the course is completed at pre-set achievement levels, learners can print a certificate of completion. Many modules also contain video resource supplements of author Dr. John Paul Hatala discussing key topics and concepts within the course.

More specifically, the Flowwork *21st Century Strategic Job Search Toolkit* involves these key areas:

1. *Assessing network accessibility – social networking competencies (ability level)* that includes information gathering, initiating contacts, network spanning, self-

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awareness, confidence, flexibility, and communication preference (social networking).

2. *Setting networked goals* (i.e. career related, academic achievement, etc.) includes integrating a goal development process into the curriculum, as well as illustrating concepts, skills, applications, and pedagogical strategies that promote goals which can easily be communicated to the network.
3. *Linking social network members to goals set (network mapping)* includes getting students to think and constructing network maps to determine who in their social network can help students achieve their goals.
4. *Mobilizing social network resources around their set goals (goal attainment)* includes initiating the process for capitalizing on relationships and opportunities within their social networks to achieve their goals.
5. *Creating paths to attainment of goals (action plan)* includes identifying their goal path and linking their social network resources to successfully move forward towards their goals.
6. *Developing a job search path* which involves the identification of a job A (dream job) and job B's (jobs that build on the competencies of job A in order to become more competitive).
7. *Dealing with the job search forces* that impact a job seekers ability to remain motivated throughout the job search process.
8. *Identifying job-related opportunities* which help the individual accomplish their goals through the job search process (I.e., job leads, support, and contacts).
9. *Collecting job search numbers* help the job seeker to gauge how they are doing what requires improvement throughout their job search. Additionally, these numbers help to forecast required job-related activity required to successfully make the transition to the labor market.
10. *Understanding the hiring cycle* involves knowing when an employer decides to hire someone for a position until that individual starts working. If the job seeker is not entering the hiring cycle at the right time the chances for success diminishes. Knowledge of this will help to control the job search forces.

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11. *Managing the job search process* is an understanding that there are stages to getting a job that occur sequentially throughout the process. If the job seeker is not moving stage to stage within the typical hiring cycle, the likelihood get the job is reduced.

Course Features and Uses

As a self-directed online curriculum, *21st Century Strategic Job Search Toolkit* enables individuals to progress through the curriculum and tools at their own pace and facilitates access to the program on a 24/7/365 basis. *21st Century Strategic Job Search Toolkit* can be used in K-12 brick and mortar, blended, and online or virtual learning environments. It is designed for use as an online career service and placement resource, as well as supplemental or elective coursework and curriculum within career and technical education (CTE), instructional technology, career academies, and early college high school programs. The course can also be used in higher education (community, 2-year, 4-years, MBA and executive education) brick and mortar, blended and online virtual (both for profit and non-profit) institutions as a career services or placement tool and resource or function as business and career curriculum, technology and computer curriculum, or adult education curriculum within these institutions. In addition, *21st Century Strategic Job Search Toolkit* includes a section for taking notes online, a transcript of the course instruction (for the hearing impaired), audio on/off settings, play and pause settings, a help section and an online activities and exercises workbook that can be later downloaded and kept by the learner after completion of the course. Reporting features for instructors, administrators, career coaches, agencies and others within *21st Century Strategic Job Search Toolkit* include a list of lessons/ activities, whether the individual has completed the activity yet or not, and their number of attempts, assessment score to complete the activity, and the total time it took them to complete the activity. Individuals also automatically receive a free account to manage their job search online via the MyJobSearchBoard web site at www.jobsearchboard.com.

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21st Century Skills, National Education Technology Plan, and Funding Alignments

21st Century Strategic Job Search Toolkit's curriculum correlates well with the Partnership for 21st Century Skills framework via its direct instruction in purposeful social networking and collaboration (Collaboration being one of the four “Cs” in the Learning and Innovation Skills) and due to its enrichment of Life and Career Skills and Information, Media, and Technology Skills within the Partnership’s framework. The program’s social networking and collaboration instruction also correlates well to the proposed U.S. Department of Education’s National Technology Plan’s use of social networking and collaboration within the Plan’s framework for software services within a technology empowered learning environment (p.59), and the International Society for Technology in Education’s “NETS-S” (National Educational Technology Standards for Students).

High schools seeking funding as a way to pay for learners’ enrollment into the *21st Century Strategic Job Search Toolkit* should find it easy to align the program’s curriculum to the federal government’s Carl D. Perkins Vocational and Technical Education Act funding as well as the 21st Century Community Learning Centers funding program. Higher education institutions may also seek to find if the 21st Century Strategic Job Search Toolkit qualifies for certain federal funding programs such as Community College Career and Training Program or others. For profit higher education institutions may find the program a viable answer to federal government questions regarding job placement accessibility and preparedness for their students enrolled via federal government loan programs. It is also suggested that institutions talk to local corporations and businesses about donating a number of enrollments to the *21st Century Strategic Job Search Toolkit* to their school as a way for these corporations and businesses to contribute to their next generation of employees.

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Pricing & Availability

21st Century Strategic Job Search Toolkit is available online and requires an Internet connection, for which a high-speed Internet connection such as DSL or a cable modem is recommended.

21st Century Strategic Job Search Toolkit is sold in individual and multi-student enrollment tiers. The individual enrollment is \$75.00 per student with multi-student enrollment tiers ranging from \$50.00 per student enrollment for a minimum of 10 students to as low as \$17.50 per student enrollment for 10,000+ students on a single order. The program includes toll-free technical support, from 8 a.m. to 5 p.m. Central Time, every business day. For sales and ordering information, customers can call Flowwork at **1-877-FLOWORK (356-9675) x705** or an authorized agent. Information, a preview of the modules and online ordering for the Toolkit are also available on www.flowwork.com.

Additional Offerings Coming Soon

In addition to *21st Century Strategic Job Search Toolkit*, Flowwork is also releasing another self-directed online course, *Social Capital Development*, which instructs learners in how to systematically turn their own social contacts and networks into powerful tools for accomplishing their everyday goals and objectives in the first quarter of 2011.

Company Background

Flowwork International, LLC (www.flowwork.com) is an organization that specializes in human capital development and strategic job and career services and research. In addition, we work with individuals, organizations, and communities to develop their social capital and, more importantly, increase their ability to access social resources. We have designed a systematic process for increasing access to social resources through increased awareness of your network and the development of win-win relationships. The company is headquartered in Burlington, Ontario, Canada.

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