

## New Year, New Accomplishments!

Here at Flowork, we love this time of year. It's the time when individuals focus earnestly on their goals for the upcoming year, when they look closely within and recognize they have potential — that they need only to aim their sights on the target and go for it! It's a time of hope, a time of renewal, and a time of great motivation.

It's also a great time of year to learn how to reach those goals not only with hard work but with smart strategy! We've focused this double issue on creating your goals, staying motivated on your journey and really learning how to reach your dreams this year. The possibilities are endless, and we hope to give you the tools that fill you with the inspiration and hope to really reach for those possibilities.

Please continue sending in your ideas and suggestions so that we can focus future newsletters on what's most important to you while you build your resources and set your goals — email them to [newsletter@flowork.com](mailto:newsletter@flowork.com).

With a hard winter bearing down on us — especially those of us in northern climates — be sure to keep warm, stay focused and find yourself launched into the future you deserve!



John-Paul Hatala, Ph.D.  
Flowork Founder

This month's FlowTIP:  
**Never forget.**  
See page 3 for more information.

## What's New?

### Social Capital Development: An Online Learning Program

Flowork has created a unique, self-directed, interactive online course and certification program that instructs individuals how to systematically turn their own personal social networks (on- or off-line) into powerful tools for accomplishing everyday goals and objectives. To view a demo, visit the following links:

#### Social Capital Development Course Overview:

<http://tinyurl.com/45a8zde>

#### Social Capital Development Course Module 1:

<http://tinyurl.com/4jw7vml>

### Online Job Search Management Demo!

Flowork is proud to announce the launch of a unique online job search case management system that will allow practitioners to monitor their client's job search via the Internet. On February 2nd at 11:00 am EST, an online demonstration will be facilitated by Dr. Hatala highlighting the various features of the system. If you would like more information on this online tool or would like to sign up for an online demo, please contact [info@flowork.com](mailto:info@flowork.com).

### Dr. Hatala Conducting Presentations in Toronto

If your agency purchases ten copies of *The Strategic Networker* and is located in the Greater Toronto Area, Dr. Hatala will personally deliver and conduct a one-hour session on strategic networking for your staff and clients. For more information please email [info@flowork.com](mailto:info@flowork.com).

### Online 21st Century Toolkit NOW AVAILABLE

The Flowork 21st Century Strategic Job Search Toolkit combines two of Floworks 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 on 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. Learners can enroll in the 21st Century Strategic Job Search Toolkit online and access it anytime over the Internet for up to 2 years. Be sure to visit [www.socialnetworkaudit.com/21sttoolkit.php](http://www.socialnetworkaudit.com/21sttoolkit.php) for more info.

# Re-Starting Your Job Search *On the Right Foot*

When you're conducting a job search, the toughest thing *by far* is maintaining your motivation. Days turn into weeks, which turn into months of what seems like endless searching. Rejection becomes common-place — you begin to wonder if you could create a new coffee table with all the "I'm sorry but we've selected another candidate" letters — and the light at the end of the tunnel seems miles away, if not completely nonexistent.

The unfortunate reality is that a job search means you're seeking a delayed reward. For example, if you lose your job today, it does not necessarily mean that you will have a new one tomorrow — it will most likely come sometime in the future. Just how far into the future depends on a myriad of factors.

So how does the job seeker remain motivated to continue the job search? The most important thing is for them to experience "success" at regular intervals throughout the job search. Accomplishing a goal can be defined as "success," so setting small, short-term goals is a way of quickly experiencing the high of achievement.

Another major factor in maintaining motivation is for the job seeker to identify as many job opportunities as possible. This, of course, is relative, but the number of opportunities can be greatly increased if the focus is not for only one type of job — having a "Job A" as well as a "Job B" essentially doubles the potential for opportunities. As long as there is a rationale for taking "Job B" (it's typically linked to building competencies and becoming more competitive for "Job A"), there won't be a problem.

A third factor in keeping motivated depends on others. Obtaining support throughout this process is critical if the job seeker is to hang in there and there are a number of different groups they can join — both in person and online. The key is to find

a group that is encouraging and focuses on doing the right thing so that an individual can move forward in their job search. Groups that focus on becoming a better job seeker should always be at the forefront.

One of the most important factors to staying motivated is volunteering. This provides not only a way of giving back to the community and experiencing the "success" of doing a good thing for others, it also allows the individual to make contacts and stay active. Networking is a skill that must be practiced — and volunteering allows this to happen.

Finally, the job seeker must think strategically about their career. They need to find a way to link experiences, contacts and activities to a longer-term plan. All of these elements will tell a story that describes them as an individual — it illustrates how they have become the person they are today.

These are important factors but are, of course, but a few of the possibilities that can be looked at when trying to remain motivated. It's of the utmost importance to find those that work best for the individual job seeker.

Looking for work is not an easy task but if the job seeker implements the right strategies, success may be just around the corner.



# Providing Virtual Coaching to Job Seekers

## *Flowwork Introduces a New Online System*

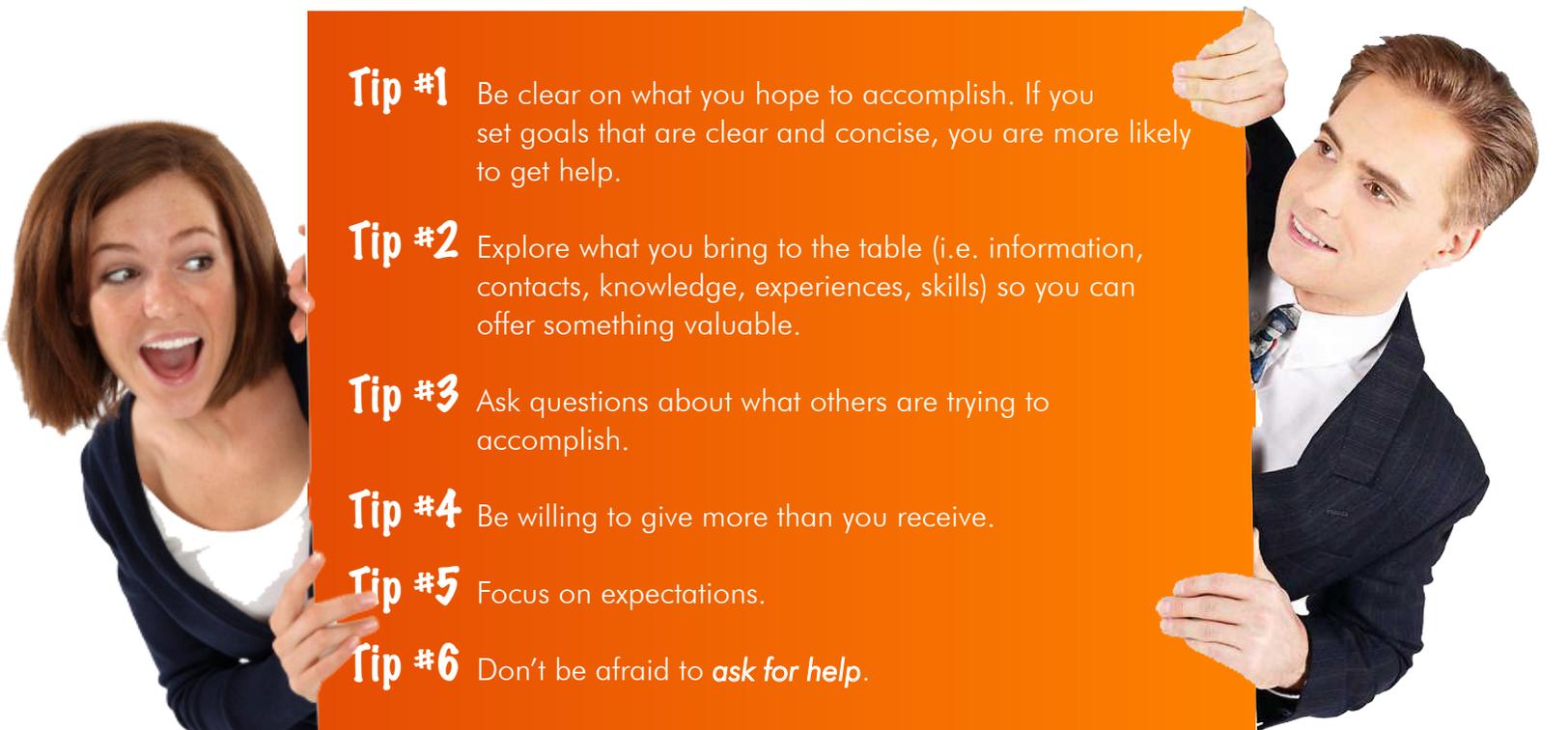
When it comes to networking and tapping into our social resources it's all about creating win-win relationships — you *scratch my back, I'll scratch yours*. After all, if we don't focus on the win-win, we'll be taken advantage of or we'll be taking advantage of someone else.

Creating win-wins is all about feeling good about the connection and ensuring that the contact feels good about it, too. If

you can master this, an endless amount of opportunities will come to fruition.

So how do we create win-win relationships?

See the box below for a couple of tips you can use to create win-win relationships:

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- Tip #1** Be clear on what you hope to accomplish. If you set goals that are clear and concise, you are more likely to get help.
  - Tip #2** Explore what you bring to the table (i.e. information, contacts, knowledge, experiences, skills) so you can offer something valuable.
  - Tip #3** Ask questions about what others are trying to accomplish.
  - Tip #4** Be willing to give more than you receive.
  - Tip #5** Focus on expectations.
  - Tip #6** Don't be afraid to *ask for help*.

These are just a few tips — there are undoubtedly a lot more. The important thing is to constantly think about creating win-win relationships — you *will* notice the difference. It's easy to seek relationships with the hopes of getting something out of them but much more strategic to create relationships that can benefit both parties involved.

## This Month's flowTIP:

**Never forget.** The key to successful networking is making sure that you never forget to follow through! When you ask for help, keep your side of the bargain with the individual regardless of whether they can help right away or not. Often, when we make a request with a contact then don't hear anything back, we give up — this is a huge mistake! We have to remember that everyone's agenda is different. Individuals are all busy accomplishing their own objectives and goals. We have to make sure we're patient and wait until the most appropriate time to request a person's help. The key is in remembering that the help or information we seek does not usually come from a first-degree contact. It takes time — so don't forget your referrals, follow-up and follow through. You'll be surprised at what can happen.

# Do Social Networks Trump Résumés?

*Job seekers and employers who don't use social-networking Websites are missing out on golden opportunities to connect with one another.*

*by David McCann - January 25, 2011 - CFO Magazine*

For finance professionals, a carefully crafted résumé has always been vital to landing a job. Now some experts say that social-networking Websites have become just as important to a successful job search, if not more so.

Millions of people have posted their credentials on such Websites, and companies are increasingly using them to find and scrutinize job candidates. In a recent survey by JobVite, a vendor of recruiting technology, 83% of employers said they are using or plan to start using social networks for such purposes. Among the 58% of survey participants that had already hired through those channels, 89% used LinkedIn, versus 28% for Facebook and 14% for Twitter.

A December survey by a more disinterested outfit, the Corporate Executive Board, offers corroborating evidence: about 80% of companies polled planned to increase their use of social media for recruiting in 2011.

Job hunters and hirers who are not using LinkedIn or similar networking tools are missing opportunities to connect with one another, says Ali Chambers, vice president of outplacement at executive-coaching firm ClearRock. Indeed, labor markets have always been inefficient at matching up employers and candidates; the 2010 Nobel Prize in economics was awarded to three academics for their research on that topic, much of it decades old. But as social networks grow, labor markets promise to become efficient one day.

On LinkedIn, job seekers can not only provide information about themselves and their work histories, but also list their connections, their recommendations, and the discussion groups they belong to. "It has more texture than a résumé," says Chambers.

Recommendations are particularly valuable for such high-level employees as CFOs. "Having people at very senior levels giving testimony to your accomplishments — how you add value and solve problems — may differentiate you from other candidates," says Chambers.

Given that many finance chiefs already have considerable visibility without social networks, such Websites are probably more useful for people reporting to CFOs, such as those in financial reporting, financial planning and analysis, treasury, internal controls, and mergers and acquisitions, says Peter McLean,

chairman of the financial officers practice at recruiter Korn/Ferry.

McLean agrees that LinkedIn is an important tool for job seekers, likening it to online dating sites as a mechanism for connecting people. But he disputes the notion that social networks are as important as a résumé. "That's an overstatement," he says. "Your résumé is ultimately what's going to sell you, or not."

Not surprisingly, LinkedIn finance chief Steve Sordello has a different viewpoint. Speaking at last October's CFO Rising conference in Las Vegas, he said the size of LinkedIn's member base — 80 million, with a million more members arriving every 10 days or so — creates transparency that is useful for employers. A person can exaggerate his credentials on a résumé, he pointed out, but on LinkedIn "you're online for everybody you ever worked with to see. It's hard to exaggerate."

That doesn't mean it's impossible to do so. McLean says some people do stretch the truth on LinkedIn, but not many. The vast majority present legitimate credentials, he says.

Another interested observer — Barry Libert, CEO of Mzinga, a firm that provides social-media platforms allowing companies to connect with their employees, customers, and partners — says it's clear that social media have already eclipsed résumés in relevance. "In a world where hundreds of millions of people are connected to each other, your social-media presence, profile, and activities are your résumé," he says. "It is you. Your interests, passions, friends, network, and personality are all there. It is far more valuable than a résumé."

Meanwhile, it's not all about LinkedIn. Chambers says Facebook and Twitter both have enormous potential to become important tools for job seekers and employers alike. They're moving that way now, she says, and both platforms will likely develop job-search apps for use on mobile phones.

ClearRock, meanwhile, offers several tips for building an effective social-network profile:

- Position yourself as an expert in your field. Include searchable keywords that detail the depth of your professional experience. Employers search for not only employees per se on social-media sites but also solutions to problems. Your expertise may be what a company is looking for.

*(continued on page 6)*



# Social Networking Websites Helping Job Seekers Find New Work

*by David P. Willis - January 21, 2011 - AZCentral.com*

In today's difficult economy and struggling job market, one strategy has all but become an imperative for job seekers: adding social-networking websites, such as LinkedIn, Facebook, Twitter and CareerBuilder.com to their arsenal. Put bluntly, "If you are not there, you are missing out on some great opportunities," said Deborah Smith, owner of Foxtrot Media LLC, a Point Pleasant social media marketing and management company.

These days, it's still important, but not enough, to go to networking events, call up friends and former co-workers and scour job advertisements and boards.

"We can take some of that same type of activity online and actually be able to get more of it done," said Anne Murguia, vice president of marketing at Jobvite, a company that develops software to help employers use social networks for recruiting.

Employers are there. According to a Jobvite survey last summer, 92 percent of those hiring in 2010 said they would use or plan to use social networking in their recruiting efforts. One in two companies that are hiring plan to invest more in social recruiting, the survey said.

Why? Just look at the numbers. Facebook has 500 million members. LinkedIn has more than 85 million. Twitter has more than 145 million registered users.

"Based on the economy, a lot of companies are stepping away from using recruiters and print advertisements and job boards because of the expense," said Nancy Anderson, owner of Blackbird Learning Associates LLC in Bound Brook, N.J. "Organizations are also going with the flow to social media."

It multiplies your job search efforts, Smith said.

"It is a 24-hour, seven-day kind of thing. You don't have to wait for that one networking event per month," Smith said. "It is a fabulous way to showcase your talent and experience and knowledge for the people that you meet."

So how do you start?

First, you'll need a profile on LinkedIn. Don't just put your name and what you do, Anderson said. Make sure you include key words describing your expertise so it shows up on searches. For instance, Anderson gives training classes, so the words "instructional design" are important on her profile. "If I don't have that in my profile, then I will be passed by."

Make sure those keywords are in your first summary statement as well. "You want to have the proper words to get you on page one and to have the keywords for your industry," Anderson said.

You should have a professional photograph. Fill your LinkedIn profile with connections and recommendations from colleagues and peers.

Don't forget the word "social" in social media. In LinkedIn, people can use groups to communicate with members who share an industry or interests inside and outside their own connections.

"It is a fabulous way to showcase your talent and experience and knowledge to the people that you meet," Smith said.

Job seekers can answer questions and give their own advice. "The more active you are, the more you will get in front of people you want to be noticed by," Smith said.

A sommelier and marketing expert, Hay said she gets involved. "I post to make myself look like a subject matter expert in an industry I want to work in," Hay said.

She uses Facebook as well, sending notes to business colleagues who are friends on the site.

"If they post something about whatever project they need work on, if I know how to do it, I send them a message, (saying) 'What do you need? I can help you out,'" Hay said.

She has gotten interviews from referrals on Facebook and LinkedIn, she added. Hay also has a wine blog and an online resume, which also helps her job search.

"You can't just post I need a job," Hay said.

Don't forget about Twitter. Some companies also use Twitter to point out jobs at their organizations.

LinkedIn is important if you have a job now.

"The recession hit everybody so hard, there are so many people who are unemployed, even people who were lucky enough to keep their jobs recognize what a close call it was and you always need to be prepared," Murguia said.



# How Social Networking Tools Can Help in Your Job Search

by Connie Thompson - January 20, 2011 - KCBY Oregon Online

More than ever, if you're looking for a job, social networking holds the key. But it's a lot more involved than tweeting to your followers, or posting a notice on Facebook.

Even as the economy picks up, a recent survey by employment researchers at Challenger, Gray & Christmas, shows one in 6 job seekers expects to spend more than a year trying to land a new job. Career counselors say to shorten that time, maximize your social networking.

Nationally recognized career coach Robin Ryan helps employers select top candidates. She also helps job hunters land work. Which websites does she recommend to job seekers?

"We want to go to websites like Indeed.com," she said.

Indeed.com is not a social network site. It's a sweep site that scours job openings from employers sites, newspapers, and other job listings across the country. You can find out about job trends and openings in your area.

"Another great tool on the Internet, too, is called LinkedIn. Now this is the social media you should be using, not Facebook and definitely not Twitter," Ryan said.

A lot of people know about LinkedIn. But Ryan says many people who use this professional networking sit are missing opportunities. Experts say the most successful job hunters routinely expand their contacts, research potential employers, get insider leads from their connections, and track down former colleagues and bosses.

"I've had people that were clients, land a new job, because they went on LinkedIn, found old bosses, connected with them, and they either hired

them at their new company, or connected them to someone who had an opening and got hired that way," she said.

They key is to find contacts who know someone in the field you're looking for and get your resume in the hands of someone who works at a company where you want to be.

But don't live online just sending out resumes. Your computer is only one tool. A big part of the networking formula is connecting in face to face-something many job seekers fail to do.

Employment experts say many job hunters also make the mistake of being too general about what they're looking for.

"Employers do not hire people to work at their company. They hire people to do a specific job. So when somebody says, 'Well, what kind of job are you looking for?' a response like 'Something in management.' is way too broad," said Ryan.

As an example, Ryan suggests a preferable response: "In my last position I was a supervisor in the customer service call center.' Now that's more specific. You do customer service. You've done a call center. You've been a supervisor. So now you've told us the three things that are important about you."

Employers want specifics: the job title, the duties and what you bring to the table.

Spread that message to everyone on your contact list, and continually expand your list both online and in person.

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## Do Social Networks Trump Résumés? *(continued from page 4)*

- Stay active. Join LinkedIn and Facebook discussion groups that are composed of people in your profession or industry as well as targeted employers, and post to them regularly. The more you do, the more often your profile will be viewed, and the higher you will rank when potential employers are searching for someone like you. Answering questions from group members and commenting on the latest trends is a way to stay current.
- Watch out for any discrepancies between your résumé and social-media profiles. Such details as dates of employment must match exactly. Employers will pick up on any inconsistencies right away.
- Include your LinkedIn URL in the signature block of your e-mails. This will encourage people to click on your profile.
- Make sure you have a public profile setting so that your profile can be readily found on Google. Adjust your privacy settings to accept InMail, a service that executive recruiters often use.
- Devote a Facebook page to your work as a professional, separate from your personal page, to use in your job search.
- Keep your profiles up-to-date. Give meaningful status updates, such as links to your blog, and include your job search in status updates with your connections.

Flowork offers the benefits of social capital to anyone of any age. The Education Flowork Program offers educational institutions (Kindergarten through higher education) to ensure their students, faculty and staff become aware of the power of information by networking. Corporate Flowork and the Flowork Workforce Development Program introduces corporations, non-profit organizations, government, and workforce development groups to ways they might increase the flow of information between individuals, departments, divisions and units. Floworks founder Dr. John-Paul Hatala is available for speaking engagements nationwide. If you are interested in booking him for an on-site speaking engagement, please call us at 1-877-flowork or visit [www.flowork.com](http://www.flowork.com) and click "contact us" to discuss your needs.



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