

## Happy New Year from Flowork!

In the words of Edith Lovejoy Pierce, "We will open the book. Its pages are blank. We are going to put words on them ourselves. The book is called 'Opportunity' and its first chapter is New Year's Day."

It's the start of a new decade of opportunity, a time to say goodbye to the old and ring in the new. Before you is the opportunity to set goals for yourself that will suddenly seem easier to attain. The opportunity to grow in the quantity and quality of your resources. This month's theme is the new year and its new beginnings, and I hope you find the issue helpful as you find your own opportunities to start fresh in 2010.

If you have feedback or a story idea you'd particularly like to see in future issues, please feel free to send an email to [newsletter@flowork.com](mailto:newsletter@flowork.com). Best wishes to you and yours, that the upcoming year — snd decade — be goal-achieving successes!!

John-Paul Hatala, Ph.D., Flowork Founder



This month's FlowTIP:  
Increase  
goal attainment.  
See page 2 for more information.

## What's New?



### **The Strategic Networker: A Learner's Guide To Effective Networking**

Do you already have your copy of the "The Strategic Networker: A Learner's Guide to Effective Networking?"

If not, get yours today by visiting [www.flowork.com](http://www.flowork.com) or your local bookstore! Start the year off right by being strategic about your networking activities.

### **Dr. Hatala conducting presentations in Toronto**

Now you can increase your networking knowledge and get hands-on experience from an expert! 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).

### **Flowork Certification Training Coming to Toronto**

Flowork is pleased to announce that Dr. Hatala will be delivering the Social Capital Development and Strategic Job Search Management certification program in February 2010. Exact date has yet to be determined but will be announced soon on Flowork's website. If you're interested, please email us at [training@flowork.com](mailto:training@flowork.com) and we'll add your name to the waiting list.



### **Dr. John-Paul Hatala to Present at Connexus 2010**

Dr. Hatala will be presenting "If Looking for Work is a Full-Time Job, Where Do I Punch In?" at Connexus 2010 in Ottawa, Canada. He will also have a book signing at the Career/Life Skills Resources booth in the exhibitors area.

# Rethinking the New Year's Resolution

## *How does your network fit in?*

How many times have you set a New Year's resolution and realized, by June or July, that you've forgotten about it? Or how many Decembers have passed with the promise to stick to the next year's resolution...followed twelve months later by another vow for the same thing?

Everyone knows that setting a New Years Resolution doesn't work. We are optimistic at first, thinking it will come to fruition and a successful change in our lives will occur, but we (and the resolution itself) lose steam quickly as time goes on.

Why does this happen?

The most likely reason is that the goal or resolution that we've set is too large, and "one person" cannot — or will not, for that matter — be able to help us accomplish it. You hear it frequently in these newsletters: the more people we can get involved in our resolution, the greater the likelihood of actually accomplishing it! After all, people are busy, which means they don't have the time to commit to helping us.

Hence, setting smaller goals is of great importance so that the involvement in helping us is minimal and the contact is much more likely to commit to us.

Here's another example. Imagine you've just purchased a new vehicle. You've been driving it for a couple weeks when suddenly you notice there are a number of cars just like yours driving on the road with you. You never noticed them before, but all of sudden they're everywhere!

It's not as if there were less of that particular vehicle before you got yours and that all of a sudden everyone bought one the same time you did. The reason you started to notice them is because the car has moved to the conscious level.

This holds true for goal setting. When you set goals, opportunities from your network become more ap-

parent because you've brought what you hope to accomplish to the conscious level. This is why "goal setting" is fundamental to networking. If you don't set goals, it's more difficult — if not impossible — to identify opportunities from your network.

So what do you do? Set your New Year's resolution and make sure that it is broken down into smaller goals. To truly tap into your social resources you have to be clear on what you want to accomplish, otherwise opportunities from your network will be hard to find. Follow these simple steps and you'll be off to a great year:

1. Set clear and concise goals that can be easily communicated to your network.
2. Think about people in your network and assign a goal to each of them (and make sure they have the social resource that can help you accomplish the goal). For those goals that are not linked to one of your contacts, start to think about who in your network may know someone who can help.
3. Now that you have identified someone that can help, develop a connection strategy. Your strategy will be more complex for second-degree contacts than your close ties.
4. Once you're clear on the connection strategy, go and connect! Find out if they can help you and most importantly if they're willing to help you.
5. Follow through and with the contacts help and find out how you can help them now or sometime in the future.

It's as simple as that! Starting with goal setting will actually motivate you to connect with the individuals you have identified. This year make your New Year's resolution realistic by including your network. Be clear and break it into smaller pieces so that more of your network can help. The less time they have to spend helping you the more likely they will be willing to offer their assistance.



## This Month's flowTIP:

**Increase goal attainment.** The key to accomplishing your goals is simple: be clear, identify the appropriate social resource, connect, and ask for help. It's not a complicated process. In fact, it's all about bringing it to the conscious level so that we think more about the people in our lives and how they can help us accomplish our goals. With the New Year, it's about setting resolutions. Figure out the big picture and then break it down into smaller pieces so that you can make it simple for your contacts to help. If your New Year's resolution is to get a promotion, for example, you can break it down into smaller pieces (i.e., make new contacts, join committees, start new projects) so that you have a greater likelihood of gaining assistance from your network. The more you can break down your overall New Year's resolution, the greater the likelihood of getting help.

# Virtual Job Search Coaching for Job Seekers: *Flowwork introduces a new online system*

*What's the number one problem career practitioners encounter when helping their clients?*

There are, of course, a number of issues impacting the helping process, but one that seems to stand out is the ability of the practitioner to provide real time feedback when the job seeker is actually conducting their job search. Why? Because looking for work is NOT like a full-time job, it's more like self-employment.

Specific characteristics are required to be effective in self-employment. For example, the individual must be self-directed, goal-minded, driven, etc. Most importantly, self-employed individuals are able to build a framework that allows them to perform effectively and produce results. When you're employed, this framework or structure is provided by the employer and doesn't have to be created by the employee.

The practitioner's role in the job search is partly about identifying the job seeker's needs, but more importantly it's all about understanding what they are "doing" and how the practitioner can help them "do" it better. Analyzing needs is an often complex and cumbersome activity. Determining what the client is "doing" during their job search is more manageable and efficient.

However, a framework is required that is understood by both the practitioner and job seeker. Without a transparent structure, there is little opportunity to find out what the job seeker is doing and how they can do it better to be more effective in finding a job.

In today's economic climate, there are a number of individuals who are looking for work. This means that practitioners are helping an increased number of job seekers with a vastly decreased number of resources and time. Therefore, shifting to a virtual platform makes sense, especially if there is a framework that is transparent to both the practitioner and client.

For many years, Flowwork has offered a low-tech strategic job search management system that provides the structure necessary for practitioners to provide feedback both on what a client is "doing" during their job search as well as how they can do it better. Although some individuals prefer the low-tech approach, it may in many circumstances not be very efficient. This is why Flowwork will



be introducing a virtual online job search management system for job seekers and practitioners.

The online job search management system is unique in that it will not only provide a place for organizing job search leads and contacts, but will also allow practitioners to view, in real-time, what a job seeker is actually "doing" during their job search. For example, if a job seeker is looking at opportunities outside of the specific industry in which the individual has created an action plan, the system will alert both parties that this has occurred. It's not that seeking positions in an alternative industry is a bad thing, but doing so means there are a few items that need to be addressed. For example, the resume and cover letter will have to be tweaked. On the other hand, it is possible that the job seeker is not aware that they are looking outside

their intended area of work. This allows the job seeker to remain strategic in their job search with the assistance of the practitioner.

The system will also produce statistical reports that allow the job seeker and practitioner to forecast the level of activity required to increase the chances of finding a job. Again, this speaks to what the client is "doing" during the job search process and provides feedback on whether their present activity is in keeping with finding employment in a timely manner.

Most importantly, because the system alerts the practitioner and job seeker on what they are and are not "doing," the ability to keep abreast of their activity will help reduce the time it takes to make the transition back to the labor market.

The online virtual job search coaching system will enable practitioners to provide structure to the job search process. When we tell our clients that looking for work is a full-time job, we will be able to provide the structure that mirrors employment. The transparent process incorporated into the system goes above and beyond what is humanly possible when working face-to-face. The virtual approach improves efficiency, increases timely feedback and helps to monitor what the job seeker is "doing," making the process more palatable and reducing the time it takes to find a job.

If you're interested in finding out more about the Online System, please email us at [myjobsearchboard@flowwork.com](mailto:myjobsearchboard@flowwork.com).

# How to recharge your New Year's resolution

By Judy Fortin, CNN Medical Correspondent



Mike Moriarty said he usually breaks his new year's resolutions in about three hours.

Photo courtesy of CNN.com

(posted on CNN.com on Monday, December 29, 2008)

ATLANTA, Georgia (CNN) -- Mike Moriarty has big expectations for the new year. "My goal is to fit into these pants better," he said, patting his stomach.

Moriarty, 47, an attorney from Holyoke, Massachusetts, doesn't want to call his weight-loss plan a resolution.

"They are very hard to stick with," Moriarty lamented. "I make them all the time and break them in about three hours."

Moriarty isn't the only one who has a tough time sticking with a resolution.

Clinical psychologist Mark Crawford from Atlanta, Georgia, said almost everyone has something he or she would like to change or improve, but succeeding is another story.

"The first of the year gives everyone a fresh start or a clean slate," Crawford said. "That's what everyone feels good about: 'I can just start new with no failure and go from here.'"

Some of the most popular new year's resolutions, according to Crawford, include improving health and fitness by exercising more and eating less, getting financial affairs in order by paying down debt or saving money, getting organized, spending more time with family members and quitting a bad habit such as smoking.

Some people sabotage themselves by picking unrealistic goals, Crawford said.

"The set themselves up by setting resolutions they really don't think they're going to keep," he said.

"I would encourage people to not make resolutions if you don't think you're going to keep them, because what that does is it sets you up for failure in the future."

"You will make a mistake," he said. "You will have slips, it is part of it."

He suggested using a slip-up to adjust your course and find out what you need to do differently. "Never use it as an excuse to give up your goal or abandon your resolution," he said.

He offered four tips for succeeding.

First: *Be specific about your goal.*

"For example, saying that you want to lose weight is way too general. You should say, 'I want to lose 10 pounds this year,'" Crawford said.

Second: *Set a realistic goal.* "Very few people are going to lose 50 pounds in a year," he said. "But losing 5 to 10 pounds is a goal everyone can reach."

Third: *Establish a set of steps to help you reach your goal.* "You want to add things like, 'I'm going to exercise three times a week and I'm going to eat smaller portions.' Those are the steps that are going to get you to the goal."

Finally, Crawford recommended *setting a specific time frame.* "Very few people can stay with a goal for an entire year," he said.

"I would say set a goal for about two weeks. Stop to see how you're doing. Pat yourself on the back if you're doing well," he said. "And if you're not, figure out why so that you can revise your plan."

He said you'll know if you're succeeding if you can stick it out for four to six weeks.

"Make it to Valentine's Day, and your chance of continuing is much better," Crawford said.

Moriarty is being optimistic about his goal to lose weight. He swears this go-around will be different.

He's already taken Crawford's advice and has set up steps to help him succeed.

"I plan to run at least a 5K road race once a month through 2009. I've already signed up for one," he said.

Moriarty knows there will be setbacks but said "I've succeeded in the past, but if you lose the drive, you dust off and you get it back. That's what I hope to do this year."

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 Hatola 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.