

Many of life's failures are people who did not realize how close they were to success when they gave up.

— Thomas A. Edison (1847 - 1931)

Networking, Goals, and Networking Goals

You've officially had a month to see how your New Year's resolutions would take shape and come to fruition. Are you noticing that they're a little harder to keep than you'd expected? Is it possible they're lagging because your networking strategies are doing the same?

We've devoted this month's issue to setting goals with your network resources in mind—setting them, working towards them, finding assistance from others to meet them, and actually accomplishing them! The following pages are chock full of important and motivational information, and we hope you see this month as the beginning of a new outlook on how to achieve your most sought-after successes.

The articles on pages 2 and 3 offer insight about how the obstacles blocking you from meeting your goals could be hurdled simply by finding someone who can lend a boosting hand. Keep in mind, we're always here to help you manage and assess your networking; visit our Web site at www.flowork.com and develop your own social network map to help lay out your strategies. It's free and it's very easy!

As always, I welcome any and all newsworthy articles or ideas for future editions. Feedback and article ideas can be emailed to newsletter@flowork.com at anytime to be evaluated for placement in the next suitable edition.

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



This month's FlowTIP:
Have a plan when you
connect with a contact
See page 3 for more information.

What's New?

Flowork Social Networking Site

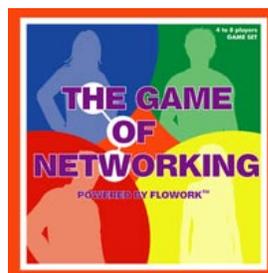
Flowork is pleased to introduce a social network website dedicated to social capital development. If you haven't joined yet, go to www.flowork.ning.com to sign up and start tapping into resources. The site is facilitated by Dr. Hatala.

Seeking Agencies to Setup Flowork Certification Training

After the successful completion of the Flowork Certification Training in Toronto, Flowork would like to extend the opportunity for other agencies to earn some extra revenue for their programs. If any agency is willing to arrange the training space, sign up participants, and manage the process, Flowork is willing to share proceeds of the event with the hosting agency. For more details, please contact Jason Sasso at jsasso@flowork.com for more information.

Looking for Partners for Social Networking Incubator

The purpose of the incubator is to conduct research on the behavioral element of networking and then be able to share best practices with the community. If anyone is interested in partnering with Flowork on this concept to explore possibilities, please contact Dr. Hatala at jphatala@flowork.com.



The Game of Networking: The Board Game

Our board game has been a huge success, and we still have plenty in stock! To order your own copy of *The Game of Networking: The Board Game*, visit www.gameofnetworking.com now!

Networking is Like Vegetables

You Know They're Good For You But You Still Don't Eat Them

In these tough economic times, the hidden job market has become more obscure than ever before. The number of job postings is dwindling, and the decrease can be seen among a number of different fields.

The key to the job search is our ability to connect with people who can potentially provide job-related information. In fact, this idea of connecting with people applies to a number of aspects in our lives, not just in the job search. It's nothing new, but has become ever more important in the face of an economic downturn. We tap into social resources through the activity of networking. So why don't we network more when we know that there are a number of resources that can lead us to employment?

The answer to this question is not so simple.

We could say that it depends on our motivation or ability to network. Others would argue that the reason we don't network is that we're afraid of rejection or that we don't think people will help us.

Children complain about eating vegetables, saying they taste funny or look weird. Parents know how important these vital nutrients are to development, so they continue to encourage, saying vegetables will help the children grow up strong and healthy. The kids continue to whine about the very thought of sticking a piece of broccoli in their mouth.

Over the years, parents have become very innovative in getting their children to eat the dreaded food, though. They cleverly blend it, puree it and disguise it into other food, all in an effort to give something to their children they know is beneficial. Great strides are taken to ensure the vegetables are added to a healthy daily diet.

So what kinds of strides do we take in networking when we know that it can lead to our success?

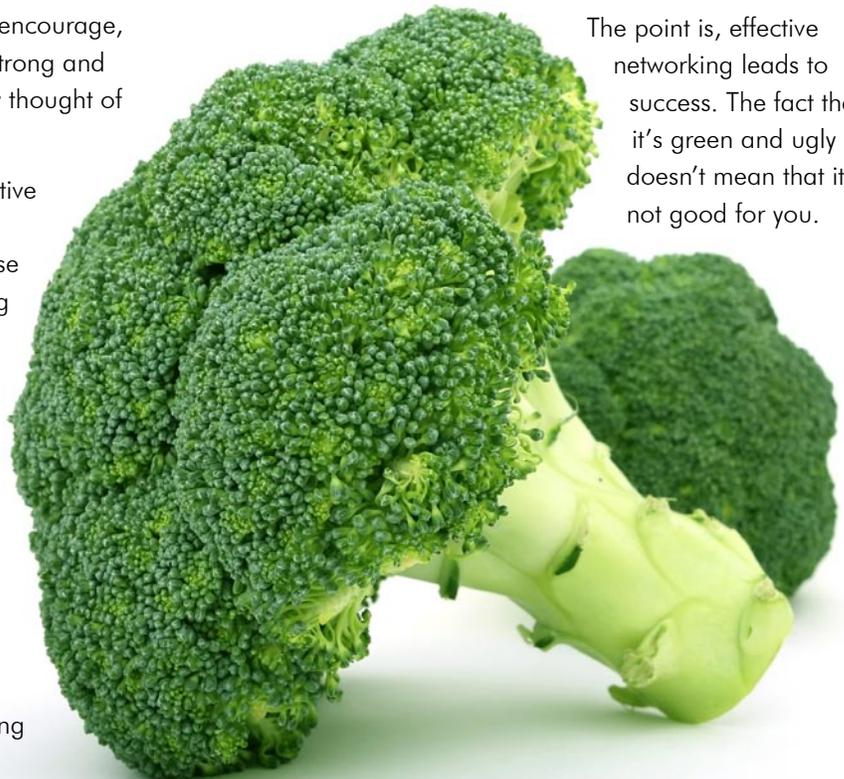
Many individuals believe that networking is not a tangible process, and its very practice becomes the same dreaded chore the veggies are to kids. Flowork has taken great strides to address this neglect of networking, to understand the networking

phenomenon and identify the process that people go through in locating opportunities within their network, connecting to people and finding solutions that help them accomplish their goals. The lengths a parent goes to get a child to eat vegetables are the same ones we use to get individuals to network. More importantly, they are able to network effectively.

Whether you're using the Flowork process or have come up with methods of your own, the key to networking is to understand that it takes time and that there is a delayed reward to the process. We don't wake up one morning and say, *I'm going to connect with someone who can help me attain my goal*, then go out and do it. In a few cases it can occur that quickly, but it usually needs to play out over a period of time.

Networking is like eating vegetables. It doesn't sound good and it doesn't taste good for a lot of people. We know it's good for us, but still we avoid it like the plague. For practitioners working with clients who could benefit from networking, it's time to get creative and start presenting the concept of networking in a new light. Blend it in and disguise it if you have to, perhaps use different language to describe it.

The point is, effective networking leads to success. The fact that it's green and ugly doesn't mean that it's not good for you.



It's All About Setting Goals...

So Why Aren't We Setting Them?

In previous issues we talked about the importance of goals and networking. The fundamental underpinning of successful networking lies in the ability to set goals that can easily be communicated to others. The objective is well-articulated, *smart* goals.

We talk about goals, the importance of them, yet we avoid creating them at all costs. Why? Perhaps we simply don't see the importance of them. We know what we want, and we figure that should suffice. Why should we go through the trouble of setting goals when we're quite clear on what we want to do?

Brain researchers have found a clear connection between happiness and goal-setting. They claim that as we set and achieve goals, it provides positive activity in the brain that leads us to being happy. If this is true, it only makes sense that goal-setting can help us in many different aspects of our lives.

Networking is a complex process involving not only a behavioral element but a psychological one as well. We must physically work through the act of connecting with others while, at the same time, psyching ourselves up to actually do it. Some of us are quite natural at it, others don't feel comfortable networking at all.

Flowwork's research has demonstrated that networking is only possible if an individual creates goals that can easily be communicated. The very nature of the goal-setting process encourages people to seek out connections with others who maybe able to help. No longer are you setting goals for yourself, you're setting them for your whole network. By taking this approach, goal setting takes on a new meaning.

The reason people don't set goals could vary from person to person. For example, some individuals do not set goals because it holds them accountable—not to others, but to themselves. This



can be a scary endeavor, especially if you set a goal and don't accomplish it. Other people believe that there is no need to set goals because we intuitively know what we want and we go after it. Others don't set goals because they don't see the value in it. Whatever the reason, goal-setting is often avoided at all costs.

When it comes to networking, goal-setting is a way of motivating us to connect. When was the last time you accomplished a goal solely on your own? You likely had the help of others, sometimes without even knowing it. By setting goals, we are motivated to connect with—or at the very least, forced to think about—the individuals in our lives who may be able to help us. If we identify someone who can help us, we will attempt to connect with them. If we don't feel comfortable doing that, we at least know that there is potential help, with the knowledge that we may need to develop better connections strategies.

Setting goals is not easy. At times, the goals are not realistic or just too big. In those cases, it's important to consider how to break them down in to smaller pieces. For example, if your goal is to get a job, break it down into first putting a resume together, then conducting some research on a company, followed by practicing interviews skills or conducting informational interviews. Doing this will help us to achieve little successes quickly, thereby encouraging us and moving us forward toward our larger goal.

The bottom line is this: If we don't set goals it may prevent us from accomplishing what we want most out of life. Goals provide the structure and framework necessary for success. There are a number of reasons we don't set goals; it's important to find out what those reason are. Once we do, it may provide us with the motivation to connect with others. As long as goals are realistic and we can get the support of others, *anything is possible!*

This Month's flowTIP:

Have a plan when you connect with a contact. The key to making a successful connection with someone is to increase the likelihood that they will want to help you. To do this, follow these six simple steps: **1** Determine the degree of separation (a personal contact, the first degree, requires a much less formal approach than one that is second degree and onward, which need a more formal approach since you are not already on a personal basis); **2** Determine your connection method (e-mail, phone, in-person); **3** Determine if a referral source can be utilized; **4** Determine content (what to write in an email, what to say by phone, what to say and how to dress in person, etc.); **5** Determine timing; and **6** Connect. Follow these steps and you may increase the chances of the individual making a connection with you.

Set Goals to Increase Your Chances of Success

From *The Maryland Daily Record*
By Jeff Goldberg • January 23, 2009

If you haven't already done so, NOW IS THE TIME to set goals for 2009. You've heard it many times before: The most successful people know that one of the secrets to having what you want and achieving your desires is having clearly defined, written-out goals.

Here are my tips for goal setting.

1) Goals must be attainable, but should be a stretch

We all like to be able to say, "I did it!" Goals such as, "I'll brush my teeth each morning," are too easy. Your goals should be strong enough that you'll want to do whatever it takes to reach them, but they must also be possible. A goal of flying like a bird is great but it's unlikely you'll achieve it without sprouting wings. Let's use a monetary example, since most of us can relate to wanting to have more money. Assume you earned \$85,000 in 2008. Perhaps a good goal for you would be, "I will earn \$115,000 by Dec. 31." It's a stretch, but doable. Warning: While financial goals are important and useful, most of us don't really have a goal of having money. Money, in and of itself, isn't very useful. What's important is what the money can do for you, so be sure when setting financial goals that you not only come up with a specific number, but also be clear on what that amount of money will do for you. If your goals don't excite you in a way that makes you jump out of bed in the morning ready to push towards their achievement they're probably not the right goals.

2) Goals must be written down

If it's not written down it isn't real. I suggest you take an hour or so to consider what your goals are for 2009 and write them down. There's a free goal-setting worksheet on the resources page of my Web site to help you (www.jgsalespro.com). Your list of goals should be posted someplace where you'll see them first thing in the morning (so you can focus your attention on them to get the day started) and last thing at night (so you can focus on them subconsciously while sleeping). I recommend posting them next to the mirror where you brush your teeth. Focus on and think about your goals consistently during your day.



3) Goals must be crystal clear, specific and colorful

When you are writing out your goals, the clearer and more colorful you can be in describing them, the greater the likelihood of you achieving them. "I want to have a new car in 2009," is a nice goal but a better example of a goal is "I'll own a 2009 black Lamborghini with saddle leather interior, premium sound system and Targa top by June 15." The second example is much more likely to be realized. The more specific your goal, the easier it is for you to focus on it. Visualize yourself, on a daily basis, as having already achieved your goals. Rather than visualizing a snapshot, visualize your goals as a movie. For the Lamborghini example, see yourself driving down the highway at about 140 mph with the sun shining and a big smile on your face. The more clearly you visualize yourself as having your goals, the greater the likelihood of you achieving them, and achieving them more quickly.

4) You actually have to do it.

I could give you many more suggestions on goal setting and achievement, but all of them are useless unless you begin by doing the above. You know the above "rules" for goal setting are true but have you actually done it? Will you do it this year? It's not too late. Will you say, "Jeff's right, I should really write down my goals this year," but when Dec. 31 rolls around, will you be looking at your list of goals and checking off all those that you accomplished, or will you be moaning and telling yourself, "I'll do it next week (next month, next year)?"

Pull out your calendar right now and schedule time for you to set your goals for 2009. In reviewing my goals for 2008 I've achieved many, came close on some and not so close on others but I know that I wouldn't have done nearly as well if I hadn't written them out at the end of 2007 and focused on them each and every day.

Make it happen.

Jeff Goldberg is a professional speaker, sales trainer and co-author of "How To Be Your Own Coach - Six Simple Questions for Achieving Your Goals."

Flowwork offers the benefits of social capital to anyone of any age. The Education Flowwork 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 Flowwork and the Flowwork 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. Flowworks 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-flowwork or visit www.flowwork.com and click "contact us" to discuss your needs.



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