

Slow Down, Plan, Practice!

Suppose you were recently laid off from a job as a professional organizer and are two months into a highly stressful search. You find yourself walking into the post office to buy some stamps, hurrying into line, using the wait time to speed through a few emails on your Blackberry. You hustle to the counter, swing your debit card through the machine, walk out with your booklet of stamps, communicating little with anyone around you.

Had you taken the time to focus on your resources and networking strategies, you might have known that the employee behind the counter is closely related to a retail store owner you patronized almost daily in your last job. She's living in utter chaos, in desperate need of some reorganization strategies for herself and her two children after a nasty divorce forced her into a smaller apartment. You've officially missed an opportunity that could have gotten your bills paid for another few months.

Knowing that you are constantly forging relationships and networking, it is imperative that you take time to slow down and truly focus on those relationships and how they might best benefit you. We've developed a new series of online training programs that can help you do just that, with a few examples in the articles we present to you on the following pages. I hope you find them helpful in your planning process, and that you too can witness their advantages during what almost always is an intensely stressful planning and seeking process. And always remember, practice is essential to achieving your goals.

As always, I invite you to send feedback and article ideas for future issues to newsletter@flowork.com.

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



This month's FlowTIP:
Practice makes perfect.
See page 3 for more information.

What's New?

Online Flowork Training Programs

 Flowork is pleased to announce the release of two new online training programs: Social Capital Development Training and Strategic Job Search Management. Both are available online at the Learning Community at Flowork (visit our homepage at www.flowork.com and find the links on near the bottom of the left side of the page). Flowork is also pleased to offer free access to staff and clients of non-profit organizations. For more information about this opportunity, email us at onlinetraining@flowork.com.

Join the Social Capital Development Network

A Social Capital Development Network has been created so that information can be shared on developing social capital. Dr. Hatala will moderate the network and every-

one is welcome to join for *free*. If you're interested, go to www.flowork.com and click on the forum link at the top of the page.

Do You Tweet?

Follow Dr. John-Paul Hatala on Twitter on your mobile phone or online at www.twitter.com. Search for [jphatala](https://twitter.com/jphatala) and click on follow. You can also view twitter updates on Flowork's homepage at www.flowork.com.



Featured Blogger on ContactPoint.ca

Dr. John-Paul Hatala was recently chosen as one of three Featured Bloggers on the popular Canadian career practitioner website www.contactpoint.ca. Contact Point will be launching the new website in early April. Be sure to check it out!

Social Networking Websites

*Generating some social income
in a time of economic uncertainty*

Just how important is social capital, anyways?

In past issues of Flownotes, we've discussed how large a role social capital plays in our lives. It can be a simple, unconscious experience: you slow down your vehicle to provide space for a car entering the freeway. It could have an enormous impact on your world: you've always wanted to write a novel and you just found out your best friend's sister-in-law is an editor with a large publisher. The world would be a vastly different place without the foundation of relationships in our lives.

Turning your social capital into social income is another story all together. The Flowork system of social capital development centers around the **KAU** method:

K = Knowledge of self, goals and network

A = Gaining access to social resources

U = Ability to utilize the resources to accomplish goals

The more comfortable we become in approaching individuals in our network, the more likely we are to accomplish our goals. If we don't feel comfortable asking people for help, it is incredibly important to seek methods of overcoming this discomfort. Goal accomplishment will otherwise be much more difficult.

More importantly, it is essential that we set goals not just once, but on a regular basis. The ability to set goals is an underutilized skill set that requires a lifetime of development.

Finally, we need to become more aware of who is in our network. If we have a goal, we need to first consider who on our contact list might provide help. If you are unable to come up with a name, consider next who might be most likely to know someone who can help us. If we want to develop and increase our levels of social income, we need to be knowledgeable about how we feel and what we know about our network.

Once we become more familiar with our network we need to determine how we are going to access the social resources that will help us accomplish our goals. We can accomplish this through volunteering, joining associations or simply attending a friend's party. The resource becomes more and more difficult to access the further away we are from the source. For example, a first-degree contact is easier to connect with than a friend of a friend (second degree). If we become more strategic about how we connect and start to develop connection strategies, we increase our access to resources that can help us accomplish our goals.

After we have gained access to the individual who possesses the resource, we must to think about how we could utilize it to

accomplish our goal. This probably represents the most difficult step in the networking process. Many people believe that connecting with someone represents the biggest challenge, but it is, in fact, more difficult to get someone to actually help us accomplish our goal.

We go through a subconscious process when connecting with others. Understanding the process, breaking it down and determining where we're having challenges is the key to utilizing the social resources in our lives. If we are to be successful, we must bring this process of getting someone to help us in our network to a conscious level.

The KAU method seems fairly straightforward, but like anything, it takes practice and a heightened awareness of the process. Flowork has recently developed some online training modules that provide an opportunity for individuals to become more cognizant about their social capital and their ability to turn it into social income. We encourage you to get in contact with us to access these modules.

Whether you're a practitioner or someone who is looking for a job, the better you get at increasing your social capital the easier it will be to accomplish your goals. If you or your clients are interested in completing an online social capital development program, email us at onlinetraining@flowork.com so we can provide you with access to the modules.



Strategic Job Search Management

Following a job search path

He who every morning plans the transaction of the day and follows out that plan, carries a thread that will guide him through the maze of the most busy life. But where no plan is laid, where the disposal of time is surrendered merely to the chance of incidence, chaos will soon reign.

- Victor Hugo (1802-1885)

It's all about having a plan if you want to be successful. It's the same thing as building a house: if you don't have a blueprint, it's impossible to know where to start. Strategic job search management is the process of linking your career goals to a job search path.

It is imperative that job seekers think about the type of job or career they're aiming for. Only then can they determine what their job search path will be. Unfortunately, the ideal job may be more long term than immediate. This means that the job seeker has to think more strategically about the jobs they take so that each experience leads them closer towards that ideal job.

Essentially, all of us will be conducting a job search throughout our lives. The better we get at it the more successful we will be.

If job seekers approach their job search strategically, they will be more motivated to continue looking for work. In today's world, the job search really never ends. You're constantly on the lookout for jobs that will eventually lead you to your ultimate dream job.

Each opportunity you take should build upon your experiences that lead you down your job search path.

The unfortunate reality is that the job seeker may not get their dream job right away. The job search path is essentially a road of direct and indirect job



related experiences leading up to that job. In order to reach that destination, they will have to take positions that add to their experience and move them down their path. Making these decisions along the path will be based on criteria that they initially established when choosing to take a particular job.

The first place to start when establishing the job search path is to determine the dream job. Once the job seeker has decided on their ideal job, they can start to lay out your job search path. The key is to only take jobs that are related to the ideal job. These experiences will build skills and abilities that make the job seeker more competitive and therefore more capable of traveling towards the dream position they are seeking.

An example path could look something like this:

Dream Job: Biology professor in college

Job Search Path: Dance instructor → lab technician → high school teacher → college professor

This is a simple overview of the process for making a job seeker more strategic about their job search. If they remain strategic in their planning, it may help them become more confident and help with retention issues as they will realize that in order to benefit from the job opportunity they will have to stay for a period of time. Otherwise the experience will not be helpful in moving them down their job search path.

If you or your clients are interested in completing an online strategic job search management program, email us at onlinetraining@flowwork.com and we will provide you with access to the modules. The modules provide a quick overview of strategic job search management and aid the user in developing an action plan for moving forward.

This Month's flowTIP:

Practice makes perfect. Practice, practice, practice is the key to tapping into the social resources that exist within your network. If you're learning to play a musical instrument and you don't practice regularly, you'll never be able to grasp the masterpieces of the greatest composers. When practicing to become a better networker, you need to focus on making connections regardless of their importance. In fact, the less important the connection the better for you, since you won't feel as stressed when approaching the individual. Practicing can be as simple as going to your local grocery store and asking an employee for assistance in locating ingredients for a recipe. The key is to get out there and start connecting with people so that you can start to feel more comfortable doing it. Give it a try and see how amazing you feel after you've done it a few times.

Job Seekers Turning to Online Social Networks

From The LA Times • By Dan Fost • March 30, 2009

Almost as soon as Guang-Yu Xu was laid off from his engineering post at a Silicon Valley Internet company last month, he visited LinkedIn.com and updated his job status from "current" to "past."

Through their interconnected contacts, he soon heard from headhunter Robert Greene, one of more than 530,000 recruiters trolling the professional networking site for job candidates. Within a few weeks, Xu had three offers. He started at Mint.com, a personal finance website, two weeks ago.

Welcome to the well-connected recession. As economic woes deepen and more people compete for fewer jobs, personal introductions to potential employers are more important than ever. Millions of Americans are turning to social networking sites such as LinkedIn, which has 37 million members, to seek an edge in landing work.

Job searches on the site rose 51% in February over December, according to David Hahn, LinkedIn Corp.'s director of product management. The number of job applicants doubled in the last six months, and more people are adding connections and getting recommendations -- even those who are still employed but growing nervous.

"As people are feeling less secure and more concerned about their careers, they are really investing in their professional network," Hahn said.

They're still heading to traditional job sites such as CareerBuilder.com, Monster.com and Yahoo HotJobs. Traffic to such sites is among the fastest-growing on the Internet, according to research firm ComScore Inc.

But job hunters also are blogging and reaching out to friends on general networking services such as Twitter and Facebook, as well as to narrower communities such as TheLadders, which is for people seeking salaries of more than \$100,000. It's all about making connections and building a personal brand, said Forrester Research senior analyst Jeremiah Owyang.

There's at least one downside: The trend toward online networking could hurt job seekers at both ends of the age spectrum.

Older workers may not be entirely comfortable with the technology, said Celeste Calfe, president of the Assn. of Career Firms of North America. And younger workers know their way around social networks but don't necessarily know enough people with the connections to get them a job.

"Most of my contacts on LinkedIn I made through my work life," said Calfe, 54, owner of Calfe & Associates, an outplacement and human resources consulting firm in Pittsburgh. Young people "don't have that many. That's what's hurting them in the marketplace today. They don't have the network."

They can build one, however.

Joel Franusic, 26, was laid off in January from his systems job at PBwiki, a company in San Mateo, Calif., that creates collaborative websites known as wikis. "As I was sitting in the office at PBwiki after I got all the news, I was thinking, 'I should Twitter this,'" he said. "Then I thought, 'No, people would just feel bad for me.'"

The San Francisco resident waited a few hours to consider the best approach, then posted his resume and a message on Twitter and Facebook: "Laid off from PBwiki and looking for my next adventure!"

An hour later, he had a lead on a job. An hour after that, he had an interview

scheduled. Within two days, he had an offer from the first company, NetBooks Inc., a San Francisco start-up that makes online accounting software for small businesses. He took the job.

LinkedIn, based in Mountain View, Calif., seems to have a story about how its network reflects the economic agitation almost anywhere you can think of. Detroit, home of the struggling auto industry, has been the site's fastest-growing region for networkers, said Kay Luo, LinkedIn's senior director of communication. And when Wall Street powerhouse Lehman Bros. fell apart last autumn, the browsing of people on its network tripled.

"In other recessionary times, we have seen people lean on education and go back to school," Hahn said. "This is the first major recession where you have a tool like LinkedIn and can use your professional network more effectively."

Sometimes there aren't jobs to be found.

Kevin Kimball of Los Altos, Calif., was laid off in August from Hitachi Global Storage Technologies Inc. He built a profile and began cultivating a network. Though he hasn't yet landed someplace, he says his ability to research employers has given him a foot in the door for interviews.

Among the LinkedIn features he favors are ones that let him figure out who has looked at his profile and see by how many degrees he's separated from the hiring manager of a place he's targeted (or anyone else with a profile on the site).

"Typically, you'll go to a website, post your resume and cover letter, and you're one of many, many, many," he said. "It's like going into a black hole. You want to get someone in the company to give you some internal gravitational pull."

Companies and recruiters like LinkedIn for that reason as well. Salesforce.com Inc., a San Francisco firm that makes on-demand software for business, uses it extensively and reports that 98% of its 3,500 worldwide employees have LinkedIn profiles.

"If our recruiters have strength in their networks, then there's a connection," said Scott Morrison, director of recruiting programs and technology for Salesforce. "It's a warm call instead of a cold call, and that's so much better."

Greene, chief executive of GreeneSearch Inc., who helped place Xu in his job at Mint, has 3,000 connections on LinkedIn. When he hears of a company laying off people, he targets those employees.

"People can see my profile, who I am, that I spent my career working at companies, what I do," he said. "I always thought cold calls were a little untimely and a little offensive. LinkedIn takes that out of the equation."

Dave Stevens, 28, of Santa Clara, Calif., didn't even go the recruiter route. He lost his job at a radio station in October and posted on LinkedIn, "I'm up for grabs, who wants me?"

Someone in his network saw it and referred him to the Mountain View Chamber of Commerce. Within a week he had a new job as the chamber's programs and events manager.

He still had to land the job after using LinkedIn to secure the introduction. "But getting in the door, that's the biggest battle with the influx of people looking for opportunities right now," he said.

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 Hatata 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 and click "contact us" to discuss your needs.



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