

## Laying the Building Blocks for Job Success

I have a friend who recently updated his company's Website. The old one had been an unorganized mix of text and images, very simplistic in design — certainly functional but not the least bit attractive from a marketing standpoint. He invested a great deal of money and time in the revision, and it paid off. The results were stunning, full of dynamic programming and rich information; he knew his readers would love it. Three months later, though, his monthly visitor count had drastically decreased and his staff was regularly receiving calls with questions about information he'd been very careful to place on the new site. It turns out, the new design had failed to include a "next" button, enabling visitors to click forward to read additional verbiage. He'd attempted to move his business into a new technological realm only to miss a very pertinent step along the way.

As a job coach, have you failed to direct your clients to their "next" button as well? It's easy to help motivate a job seeker to choose their dream job, but are you equipped to help navigate the map they'll read on their way? Guiding the job search can be overwhelming and it's easy to forget the essential steps, so I invite you to read in the next few pages about a new system we've developed at Flowwork. I'm sure it will help you in your quest to not only deliver your mix of dynamic and rich information, but to also keep it moving forward in a well-organized manner.

Please continue making suggestions and submitting story ideas for future issues of Flownotes to [newsletters@flowwork.com](mailto:newsletters@flowwork.com), we enjoy reading about your interests and concerns!



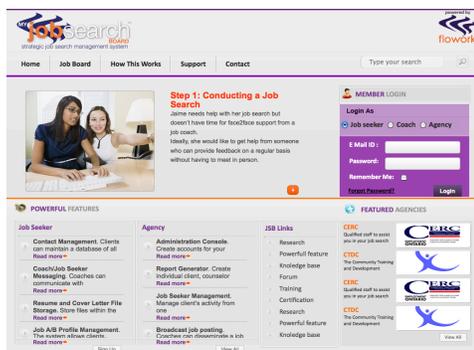
John-Paul Hatala, Ph.D.  
Flowwork Founder

This month's FlowTIP:  
**Focus on what you "DO."**  
See page 3 for more information.

## What's New?

### Online Case Management System Is Here!

Flowwork 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. If you would like more information on this online tool, please contact [myjobsearchboard@flowwork.com](mailto:myjobsearchboard@flowwork.com).



### 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.flowwork.com](http://www.flowwork.com) or your local bookstore! Learn how best to be strategic about your networking activities.

### Flowwork Looking for Strategic Partners

If you're a non-profit organization and you're looking to generate extra revenue, why not offer a Flowwork certification workshop on-site and invite other practitioners? This unique opportunity allows you to share in the profits generated from the sessions. For more information please contact [strategicpartner@flowwork.com](mailto:strategicpartner@flowwork.com).

# Online Job Search Management

## *Do More With Less!*

Research has indicated that it is possible to help a job seeker find a job in less than ten weeks — even in an economy as tough as this one. Though this certainly brings comfort to an individual who has recently found themselves headed towards — or worse, standing right in the middle of — unemployment, further clarification is absolutely necessary.

Obtaining employment in a short time frame comes down to one thing: Job B.

Realistically speaking, the likelihood of a job seeker obtaining their dream job (that is, Job A) right away just may not happen. In a tough job market, limiting one's focus to a specific position is like a starving man refusing chicken because he's holding out for lobster. It just doesn't make sense. Seeking Job B, however, is a smarter plan — and obtaining a position is much more likely since there's a greater variety.

The key to success is to think strategically about the job search — it essentially comes down to devising both a short- and long-term plan. In the short-term, it's all about seeking and accepting jobs that build on a job seeker's skills. In other words, positions that make them more competitive for their long-term goal, or Job A.

It is important there be a rationale as to the acceptance of Job B. Does it allow the job seeker to improve on a particular skill? Does it give them access to contacts they would not have made otherwise? Does it give them a "foot in the door" at the company with which they'd eventually like to obtain Job A?

The ultimate idea is to utilize Job B as a reference for Job A. It's the job seeker's "leg up," proof positive to the potential employer that they are the best candidate for the dream job.

The main trouble with the Job A/Job B concept, however, is that it's a challenge to keep track of all the opportunities. To address this challenge, Flowork has come up with an online strategic job search management tool that can be facilitated by the job coach. This unique tool allows an individual to track and visually see what they're doing in the job search, while at the same time allowing the job coach to provide real-time feedback online. The job search system also allows job coaches to monitor the activity of their clients to ensure they are heading in the right direction.

The screenshot shows the 'My Job Search Board' interface. At the top, there's a navigation bar with 'Home', 'My Job Search Board', 'How This Works', 'Support', and 'Contact'. A search bar is on the right. Below the navigation, there's a welcome message for Sam Hatala, Coach JP Hatala, with a last login of 30 March, 2010 05:29:01. The main area is titled 'Customize Display' and shows a grid of job opportunities. The grid has columns for 'Opportunity (14)', 'Applied (23)', 'Set Interview (7)', 'Interview (2)', 'Verbal Job Offer (0)', and 'Job (2)'. There are three job cards visible: 'Food Service Clerk' (30 March, 2010), 'Baskins Robb... Cashier' (29 March, 2010), and 'All clients... Clerk' (29 March, 2010). Each card has 'View', 'Edit', and 'Recycle' buttons.

The screenshot shows the 'Dashboard' view of the Job Search Board. It features a table with columns for Client, Days Active, # Job A, # Job B, Last Login Date, PAI Status, and various job stages (O, A, S, I, V, J). There are two rows of data for clients 'Jim Hatala' and 'Fred Hatala'. The table also includes a 'Filter Clients for' section with radio buttons for Red, Yellow, and Green, and a 'Paging' section showing '10' items per page and '2' pages.

Client	Days Active	# Job A	# Job B	Last Login Date	PAI Status	O	A	S	I	V	J	Action
Jim Hatala	1	0	2	29 March, 2010 08:40:20	0-2-0	0	2	0	0	0	0	View Job Board Report Send Message View Client
Fred Hatala	2	1	0	28 March, 2010 20:41:17	0-1-0	0	1	0	0	0	0	View Job Board Report Send Message View Client

The system guides job seekers through the task of adding job opportunities, allowing them to align them with either Job A or B. This unique approach not only keeps the process organized, but also ensures that the job seeker is thinking strategically about the opportunities they are applying for.

And gone are the days of endlessly long lists of job leads. The job seeker is able to track a position through each stage of the job search process. This visual representation allows both the job seeker and job coach to critically assess what's working and what areas need help.

The system is based on over ten years of research, incorporating such things as Job Search Numbers that enable a job seeker to keep track of their activity. Reports can be generated for an up-to-date snapshot of the job seeker's progression. Emails are automatically sent

to remind job seekers of impending application deadlines, inactivity on a job lead and overall job search intensity. Job coaches are kept abreast via email on client activity as well.

Most importantly, the ability for job seekers to recycle job leads among other clients is at the forefront of the system. When a client does not wish to pursue a job lead, it can be recycled back through the system so that it remains accessible to others within the agency. Essentially, job seekers are providing job leads to one another, lightening the load on the job development activities of the agency.

Among a number of other features, the system also keeps track of a job seeker's ability to access the hidden job market. If job leads are coming from one source, it can easily be identified and corrective action can be taken to broaden networking activities so that more leads can be identified.

The Online Job Search Management System (called "My Job Search Board") is a tool that will provide structure to the job seeker as well as an opportunity for the job coach to track many clients at one time. This enables the job coach to "do more with less," despite an increase in caseloads. The key to helping a job seeker is to understand what they are doing so that suggestions may be made about how they might do it better. Real-time data collected through the system allows job coaches to do just that.

When a job seeker is facing a tough job market, the path to a new job can be frustrating and overwhelming. They are competing with hundreds — if not thousands — of other candidates, fighting for access to a severely limited number of positions. The job search can drag on indefinitely and it's often the job coach who often bears the brunt of the seeker's resulting frustration.

Providing real-time feedback to clients while they are conducting their job search is key to reducing the time it takes to find a job. The online job search management system (JSMS) is one way of doing that.

# Top 10 List USING THE ONLINE JOB SEARCH MANAGEMENT SYSTEM

## 1. Identify Job A skills.

Have clients identify the skills and abilities required to perform their dream job. This helps to identify other opportunities (Job B) that can help them to improve in those areas. The JSMS requires that for every Job B opportunity placed on their job board, skills and abilities required for Job A must be indicated.

## 2. Set Job B criteria.

Why would job seekers take a Job B? This needs to be decided at the beginning of the job search. The system forces job seekers to identify these criteria so that they continue to be strategic about the opportunities they take.

## 3. Share job leads.

The best job developers are the job seekers themselves, yet a number of job opportunities go wasted because they're not shared. The JSMS allows clients to give back to the network by recycling job leads that do not fit into their strategic job search plan.

## 4. Stay organized.

Forgetting to submit an application or failing to follow up at the correct time can cost a job seeker the opportunity for employment. The JSMS sends out emails reminding job seekers of every aspect of their job search.

## 5. Manage a large case load.

The JSMS allows job coaches to virtually manage and monitor a large number of clients. The built in dashboard provides real-time updates on every job seeker's activity.

## 6. Collect job search stats.

Statistics provide information that can help make a job search

more successful. The JSMS collects numbers that help determine whether the amount of job search activity generated by the job seeker will ultimately lead to job success.

## 7. Link the right resume to the right job opportunity.

Customizing a resume for specific job opportunities is key. The JSMS allows job coaches to review resumes linked to specific job opportunities, enabling them to provide feedback and suggestions.

## 8. Understand the strategic job search.

The key to a successful job search is to understand the strategic job search approach. The JSMS provides a tutorial that walks the job seeker through each step.

## 9. Provide job opportunities for clients.

Part of a job coach's role is to provide job opportunities that are linked to a client's Job A or Job B. The JSMS allows job coaches to place job leads on the client's job board that are linked directly to their job search plan.

## 10. Monitor the job search process.

Knowing how an employer goes through the hiring process and aligning oneself to it is critical if success is to be achieved. The JSMS guides job seekers through this process by tracking job opportunities through each stage of the process.



## This Month's flowTIP:

**Focus on what you "DO."** When it comes to a job search, we all know what we need...a job! However, when working with someone, it's important that they understand what you're doing in the job search in order to truly help you. In other words, they need to see what you're doing so that they can suggest ways for you to do it better. Keeping track of your activity in a detailed way is crucial if you want to get the help you really need. For example, it's not good enough to just keep a list of the organizations with whom you've applied. It is more beneficial to monitor what stages of the hiring process you have reached with each. If it is determined that you are applying for jobs but you are not getting calls for interviews, this will help focus your attention on specific aspects of your search. If the opportunities you are identifying are not appropriate, your generic resume will not be effective, for example. What you "do" during the job search is the best indicator for your success. The better you can focus on what you are doing, the more likely you will be able to alter your approach that leads to employment.

# Perspectives: Long Term Unemployment

*By Kate-Madonna Hindes · The Star Tribune · March 29, 2010*

Job seekers are facing a very tough statistic. According to the Bureau of Labor Statistics (BLS), "As of January 2010, 6.3 million Americans have been out of work for a year or more."

Take for instance, Mario Stegic, a mechanical engineering professional, who over the past 12 years has patented three inventions in the field of bulk material handling and published two books.

"Ever since I was laid-off 15 months ago, the unemployment rate has been steadily increasing, making it even more difficult to find an opening," says Stegic. A recent immigrant from South Africa, he is positioning himself for residence in the Twin Cities as soon as he can find employment. With an impressive dialect both in English and Croatian, Stegic holds the skills and passion necessary to find work but is struggling to find the right fit in today's market.

As a career and transition expert, I often recommend the S.M.A.R.T. method for job searching as the way to succeed in implementing and achieving goals in the easiest, possible way. Following this method will help Stegic, as well as you.

**SPECIFIC** goals help create a successful job search. When choosing a goal, remember that researching three companies is a more specific goal than simply saying, "I want a job." Identifiable targets are easier to hit.

**MEASUREABLE** steps along the way help in achieving a goal. Just like a recipe needs measurements, so does a

successful search. It's much easier to cook a dish when all the steps and ingredients are laid out before the task. Create measurable steps and track progress via a worksheet or database.

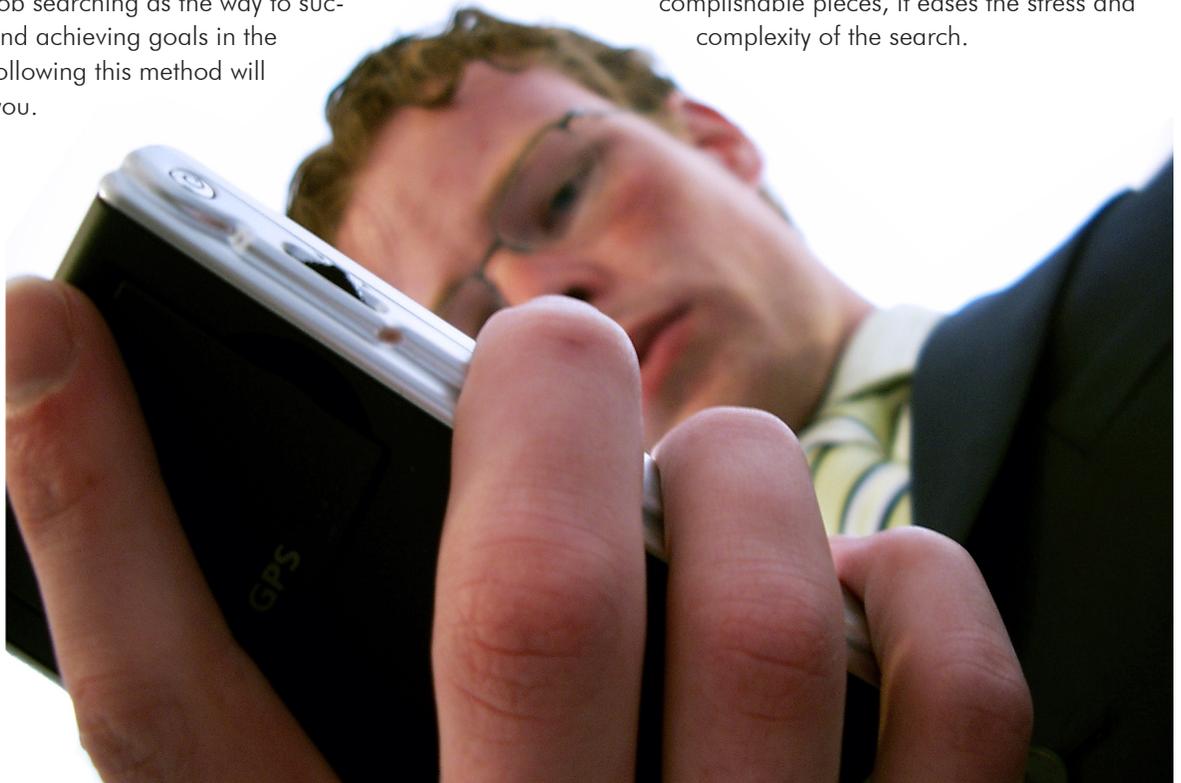
**ATTITUDE** plays a vital role in success. A healthy, positive outlook will bring a job seeker much further than succumbing to negative emotions.

**RESEARCH** brings triumphant results in today's economy. Utilize your local library or visit the James J. Hill Library to explore local companies and profits.

**TIMING** is everything. With a daunting amount of work ahead, it's important to focus on the timing of each goal and the resources needed to get there.

**S.M.A.R.T.** job searching means a mixture of innovative thinking, strategic planning and most importantly - the right attitude.

When large goals are broken down in to accomplishable pieces, it eases the stress and complexity of the search.



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.