

Welcome to the May Issue!

Welcome to the May newsletter, and a warm welcome to all our new readers! The number of people reading Flownotes every month seems to be growing by leaps and bounds — or perhaps it's more accurate to say that we're truly "flowing" to the masses!

This month's newsletter focuses on ways to navigate the maze of finding a new job and how to manage the task in smaller bites instead of all at once. We've offered suggestions of some activities useful for practicing your job hunting skills; we hope you'll find the search a little less intimidating as a result. In such an important transition, the more simplified the process the better!

I'm very excited to be traveling to Africa at the end of the month (read the story below) and look forward to telling you all about my trip in next month's newsletter.

As usual, I strongly encourage you to forward 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.

Have a productive month!



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



Flowork Travels to Africa

At the end of May, Dr. Hatala will be traveling to Lusaka Zambia to start work on a project within the poultry sector. The project, spearheaded by the LSU Ag Center in conjunction with USAID is looking at slowing the spread of avian influenza that occurs through poultry. As a result, best management practices (BMP) have been deployed to manage the handling of poultry and reduce the risk of spreading the disease. To date, penetration of the BMP's into the poultry sector have had limited impact, most likely resulting from the inability to disseminate these practices to the commercial and private farmers. As a result, attention will be paid to the poultry sector network and how these BMP's are making their way to its members.

Dr. Hatala will be working with key influencers in the sector to demonstrate the importance of social capital and how

embedded resources may help them accomplish their production goals. Through training and social network analysis, it is hoped that farmers will see the importance of sharing resources to improve productivity and the value that exists within their sector to reduce the spread of avian influenza. Training will involve social networking self assessment, goal setting, linking contacts to goals and BMP implementation.

Read next month's Flownotes to find out more.



This month's FlowTIP:
Link contacts to goals!
See page 3 for more!

Eating the Elephant One Bite At a Time

Job Search Activities that Lead to Employment



The concept of finding a job can be overwhelming to anyone. The job search takes an individual who is resilient to rejection and can maintain a level of motivation throughout the process. However, when we approach our job search by only concentrating on the end result, it can seem at times that we're trying to eat the whole elephant at once. This can affect our motivation in negative ways as the time it takes to find a job can go on for many months. So what do you do? The first thing you need to do is break down your ultimate goal of finding a job into sub-goals. Structuring your job search this way will allow you to accomplish goals that support your main objective of finding employment. If you take one bite at a time, or focus on accomplishing one task at time, psychologically you'll be able to maintain your momentum in finding your job.

Below are some exercise that you can do that will lead you to your ultimate goal of employment:

Activity 1: Identify 3 people that you know, visit them and start to explore who they know that may lead you to job related information. You can focus the conversation on who they know and where they work.

Goal: Explore your network for potential contacts

Activity 2: Bring your resume to an organization that you want to work at but who are not presently hiring. If they have a Human Resources Department, ask to meet with the person responsible for interviewing and ask to get some feedback on your resume. You'll be surprised what people are willing to do to help out!

Goal: Get feedback from individuals who actually do the hiring

Activity 3: Research an organization that you would like to work for. How long have they been in existence? What is their primary service/product? How large is their workforce? What are the different types of positions they have? These are just a few of the questions you want to answer.

Goal: Find information about an organization that will help you determine if you want to work there.

Activity 4: Call 5 organizations that won't hire you. This may seem like a waste of time, but the point of the activity is to provide you with the opportunity to practice your cold calling. Thinking that you don't have an opportunity to get a job will lower the anxiety you may have about making contact with the employer. Give it a try. It's a great way of practicing your approach without effecting your chances for getting an interview at an employer you really want to work for.

Goal: Work on your approach to contacting employers.

Activity 5: Before you go on your next interview, ask yourself 'why you might not get the job'? Try and think about the risk the employer might face in hiring you. Are you new to the job of interest? Do you lack some of the skills required for the position? Do you live far from the place of work? Does your experience match what they are looking for? You can think of other questions to ask yourself. By focusing on the risk factors, you can proactively develop a plan on how to deal with any 'hidden objections' the employer may have and deal with them straight on.

Goal: Assess the employers risk on hiring you.

Activity 6: Come up with a Job Search script. For example, when you tell people you're looking for a job, what do you tell them? Hi, my name is John, I've been trained in the culinary field and am in the process of conducting a job search. I was wondering if you or anyone you know is presently looking for a chef? Develop your own script that you feel comfortable with. The key here is to get comfortable communicating what your intentions are and letting people know that you're in the 'process of conducting a job search'.

Goal: Develop a job search script

The six activities listed here are examples of taking the challenging task of finding a job and breaking it down into manageable pieces. Keep in mind that if you focus on each of the individual goals from the activities it will be much more manageable.

This month's FlowTIP:

Link contacts to goals. Once you have established your goals, start to think about contacts in your network who may help you attain them. If it's not obvious at first, create a goal to interview some of your contacts to share your goals and to find out more about them. At the same time, find out how you may potentially be able to help them. The key is to share your goals with as many contacts as possible to find out the resources that exist within your network. By doing this, you stand a better chance of linking a contact to a goal(s).



"Ask Yourself" Posters a Part of Social Capital Development

A company out of Ontario, Canada has come up with an interesting way of getting the concept of social capital development across to their participants who are seeking employment opportunities.

"Job seekers often think that all they need are some basic tools such as resumes, cover letters, and interview practice," states Madelaine Currelly, co-creator of Social Ability. "What they also need is the ability to connect to their community, investing in and building their social capital as they move towards employment."

The "Ask Yourself" poster series are a part of the Social Ability training package. They provide inspiration, invite thoughtful introspection, and suggest activities that can be practiced during the often difficult job search process.

The posters are a gentle reminder to participants to keep social networking at the conscious level. By displaying visual aides, it encourages participants to reflect on their own social capital and why they should continue to leverage the relationships they are developing while searching for employment.

For more information on ordering posters and other "Social Ability" materials, email Suzanne Routh at Suzanne.Routh@sympatico.ca.



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.

blogging social capital:

Oh, Behave!

Posted April 29, 2008 on *Entrepreneur.com*

Social networking has its own social dynamics. Here's how to navigate them.

The burgeoning world of social networking has led to a new slew of socially awkward situations. Fortunately, Rachel Weingarten is on the case. The author of *Career and Corporate Cool* and president of marketing firm GTK Marketing Group writes a blog on business manners and is seeing demand for information about dealing with uncomfortable online situations. Here, she weighs in on how to keep your cool when sticky social networking situations crop up.

Sticky Situation: You get a friend or link request from someone you don't know or with whom you don't want to connect.

Keeping Your Cool: A competitor is languishing in Mark Ramsey's inbox. The 47-year-old founder of Mercury Radio Research, a San Diego radio industry market research firm, didn't want to open up his hefty contact list when a competitor invited him to connect on social networking site LinkedIn, but he didn't want to offend a player in a small-world industry. "So I let [the invitation] die by benign new media neglect," he jokes.

Weingarten recommends taking a more direct approach. "Many of the better sites have certain restrictions so that some contacts have a limited ability to view your other contacts," she says. Also, if you only use a specific site for a specific purpose, say so. For example, your Facebook page may only be used to connect with friends and family, while your LinkedIn page is only for staying in touch with clients.

Sticky Situation: A contact posts embarrassing information on your site or on his or her own site, making you embarrassed by association.

Keeping Your Cool: If your MySpace or Facebook page is getting inappropriate postings, send the offending contact a note explaining the concern. "You want to be very benign and to the point, without accusation," she says. Simply say that you have business contacts on the page and want to be sure the content is professional. If the contact still pushes the envelope of taste, it's time to lose the connection.

Sticky Situation: A contact asks you to post a permanent recommendation or to be referred to one of your business contacts—neither of which you'd ever consider.

Keeping Your Cool: According to Weingarten, having a prepared response can ease the tension. If you've never made such a recommendation, you can say that it's not something you do. If it's a new contact or you're in mentoring mode, she suggests you say it's something you'll consider once you get to know the person's business better or once your contact gains more experience.



—By Gwen Moran, co-author of *The Complete Idiot's Guide to Business Plans*. Reach her at gwen@gwenmoran.com.

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