

Stay Motivated, Be Successful

What motivates you to be successful? Is it your children? Money? Power? Fame? Motivation is the driving force behind life itself. It's the natural urge small prey feels to stay outside of the belly of its predator. It's the competitive drive a Little Leaguer experiences in the last inning of the championship game. It's the image of the large paycheck you'll receive when you reach the top of the corporate ladder.

What are your motivating factors? We're spending this month focusing on motivation — both in life and in the job search. We'll discuss how both the job practitioner and the job seeker can keep the job search motivated, especially now in the middle of a desperately slow job market. I hope you find the articles informative and inspirational.

As usual, I invite you to continue making suggestions and submitting story ideas for future issues of Flownotes to newsletters@flowwork.com!

John-Paul Hatala, Ph.D
Flowwork Founder

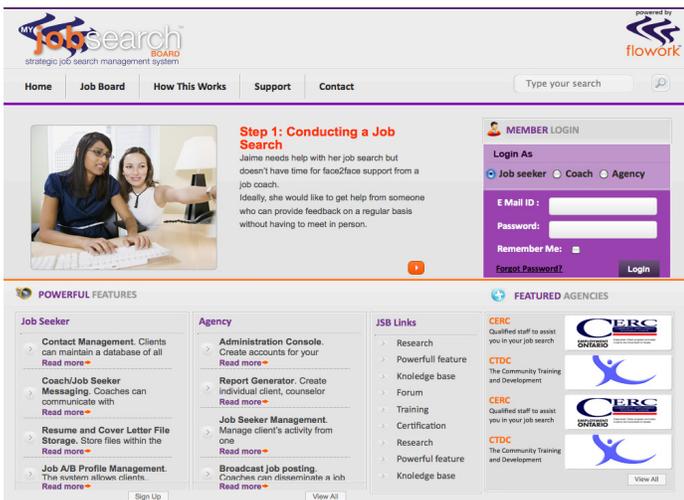


This month's FlowTIP:
Not all social capital
is good social capital.
See page 2 for more information.

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.



The screenshot shows the 'Job Search Board' interface. At the top, there's a navigation bar with 'Home', 'Job Board', 'How This Works', 'Support', and 'Contact'. A search bar is on the right. Below the navigation, there's a 'MEMBER LOGIN' section with fields for 'E Mail ID' and 'Password', and a 'Login' button. To the left, there's a 'POWERFUL FEATURES' section with sub-sections for 'Job Seeker' (Contact Management, Coach/Job Seeker Messaging, Resume and Cover Letter File Storage, Job A/B Profile Management) and 'Agency' (Administration Console, Report Generator, Job Seeker Management, Broadcast job posting). There are also 'JSB Links' and 'FEATURED AGENCIES' sections.

Dr. Hatala Visits India to Spread Social Capital Development

Dr. Hatala recently visited India to speak to employees of a large IT consulting firm about the power of networking. "Networking is a truly global activity," stated Dr. Hatala. The attendees were given a lecture on the importance of networking to increase collaboration, team spirit and personal improvement.



The Strategic Networker: A Learner's Guide To Effective Networking – NOW IN FRENCH!

You can now get a copy of the *The Strategic Networker: A Learner's Guide to Effective Networking* in French: *Le Réseuteur Stratégique: Le Guide D'Apprentissage du Réseutage Efficace*. Visit

www.flowwork.com today to order your copy.

Career Practitioners Need More Time

Working with a large caseload of job seekers

In today's tough economy, it is understandable that the number of job seekers has grown substantially over the last year. This increase in clients has meant a shift in how career practitioners work with them. The time available to work one-on-one has suddenly disappeared and has fundamentally changed how we will help people make the transition back to the labour market. Providing structure and ongoing feedback for job seekers once they leave our office is more critical now than ever.

So how do we provide structure? The key is making sure that job seekers understand the job search rules. More specifically, it's important that they know about the *hiring cycle*, the *job search forces* and the *job search process*. These by themselves will provide the necessary structure to helping them find work.

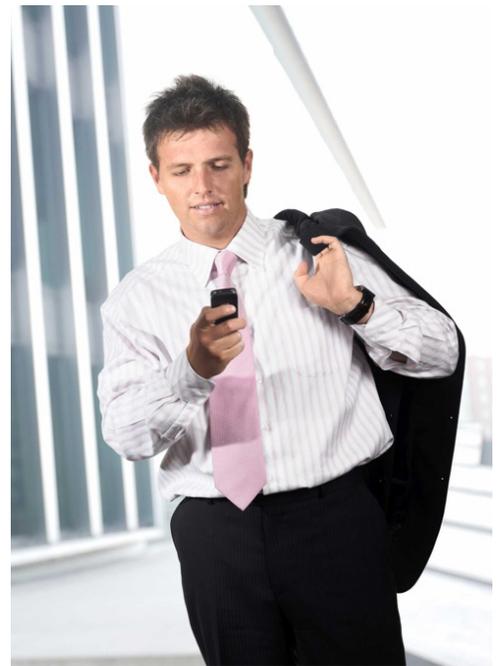
Even more important is the fact that looking for work is not like a full-time job, but more like self-employment and therefore needs to be approached differently.

The flip side of providing structure is the ability to provide input throughout the client's job search. This can prove a bit trickier due to the fact that there is often little to no time afforded to chatting with clients because of the size of your caseload. Getting feedback and opportunities to suggest different approaches to the search, however, is critical.

One way of doing this is to have your clients email a weekly or bi-weekly report of their activity. You can easily spend five minutes reviewing each client's email, then respond with support or tips for overcoming a challenge they maybe experiencing. This, admittedly, takes time — but it requires nowhere near the amount of time as face-to-face or over the phone activities.

With the increase of job seekers — and the lack of time to work with them individually — comes the unfortunate reality of also helping people make the transition back to the labour market. Providing structure for individuals at the very beginning of the process is thus critical if you want your clients to experience some success. After all, the majority of their time will not be with you. Additionally, being able to provide feedback throughout the job search is just as critical. How you do that will depend on your ability to connect with your clients. Utilizing existing technologies — email or text messaging, for example — may help.

Either way, large caseloads are most likely going to be an ongoing reality for career practitioners. As the number of job opportunities start to shrink, the need for help will increase. Providing alternative ways to helping job seekers find work is paramount. Gone are the days of being able to spend face-to-face time with our clients to help them work through the job search process. Now, it's all about trying to find efficient ways to assist them in the transition back to the labour market.



This Month's flowTIP:

Not all social capital is good social capital. In the wake of the online social networking explosion, researchers are now turning their attention toward the negative side of social capital. If you were to peruse the links resulting from a quick online search of "social capital studies," you would undoubtedly come across a great deal more about how social capital helps us in our lives than you would find how it hurts us. However, it's important to be aware of how some relationships can psychologically stop us from moving forward; it's important to remember that not all "social capital" is good. Poor attitudes in friends and unsupportive individuals may impact us negatively. Social capital development is extremely important — that's well understood. We must also keep in mind that all relationships don't necessarily provide positive energy. The more aware you are of this, the more likely you are to identify and avoid those individuals who bring you down.

The greatest challenge to conducting a job search is remaining motivated throughout the process. It's easy to lose the forward momentum when you feel like you're on a wild goose chase, waiting weeks for interviews only to watch the pile of rejection letters grow. However, in today's job market, if you can remain motivated for an extended period of time you're more likely to be successful. Here are 10 areas to focus on during your job search.

Top 10 List STAYING MOTIVATED THROUGHOUT THE JOB SEARCH PROCESS

1. Set realistic goals.

Setting clear, concise and realistic goals that can easily be accomplished will psychologically motivate you to continue to do the things that need to be done to be successful.

2. Think long-term.

The chance of getting your dream job right off the bat is not always likely. Think about the jobs that link to the job you want and start gaining transferable skills.

3. Tell your network.

Leverage your network for support by sharing your story with as many people as you know. If they know you're looking for work they may come across a job opportunity for you.

4. Understand the hiring cycle.

If you're realistic about the time it takes an employer to bring someone on board, you may not wait by the phone.

5. Manage the job search forces.

The forces affecting your motivation are simple; activity and realism. If you maintain your job search activity and remain realistic, motivation will take care of itself.

6. Focus on what you do, not what you need.

You know you need a job, it's a given. The key is to focus on what you do so you can determine what's working and what requires adjustment.

7. Generate the next step.

Know the stages to the job search process/hiring cycle. If you're aware of them, the key is to move from step to step within the typical hiring cycle. If you can't generate a next step, find another job opportunity.

8. Monitor the job search process.

If you know where you're at in your job search, you're more likely to be able to think critically about what's working and what is not.

9. Access the hidden job market.

Tapping into your contacts to access job opportunities requires that you share with people that you're looking for work. Letting people know will uncover job leads you never dreamed possible.

10. Get to know yourself.

Tapping into your network requires that you take as much as you give. In order to give, you have to know what to offer. Get to know what you have to offer, it's the only way you can truly give back.

How to Reenergize Your Long-Suffering Job Search

By Ruth Mantell · The Wall Street Journal/MarketWatch · April 22, 2010

WASHINGTON (MarketWatch) -- While the economy may be slowly recovering, it's still tough to find a job and millions of workers have been unemployed for far longer than they'd like.

As of March, more than 6.5 million were unemployed for 27 weeks or longer. Not only can unemployment drain resources, it can take a toll on the psyche of the unsuccessful job seeker.

One such would-be employee, Julie in Medfield, Mass. (who asked that her last name not be used), has been looking for full-time work for the two years since she was laid off from a struggling software firm.

"It's very, very hard to keep motivated because two years is such a long time. I have gone on a good number of interviews, and I haven't succeeded, so it's very demoralizing," she said.

She has more than 12 years of experience as a high-tech controller, but can't find a good long-term job match. While she said "fear is a great motivator" to keep up the job search, she has also been encouraged by a recruiter she began working with about six months ago.

"He's working really hard for me, so that has been good for my morale," Julie said. "He has really gotten to know me. He consistently calls

me about various possibilities. He's working for me to the extent that he can, and he is very encouraging."

Recruiters are just one way that the long-term unemployed can reenergize their search, experts said.

NETWORK, NETWORK, NETWORK

Job seekers should never lose sight of the importance of networking, experts said.

Getting "lost in the Internet" is disheartening, and actual face time is critical, said Allison O'Kelly, chief executive of Mom Corps, a staffing firm based in Atlanta that specializes in flexible employment.

"A lot of people see potential jobs [on the Internet], and they apply and they are not getting called and they decide there is nothing out there," O'Kelly said. "The way people are really getting jobs is by meeting people. The face-to-face interaction makes such a huge difference."

Unfortunately, long-term unemployment can discourage job seekers, and they lose the desire to network, she said.

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"But that's exactly what you need to do in order to access some of these jobs," O'Kelly said. "It's about developing a relationship. To really know what's available you really need to get out there and meet people and talk to them about your skills."

Unemployed workers should go to industry events, said Nancy Mellard, national leader of CBIZ Women's Advantage, a mentoring and networking program for woman workers.

"You are staying fresh and alive by being around people who are working," Mellard said. "It's not just trading business cards. It's more about how many of these people connect with the story you tell about yourself."

Volunteering can also help long-term unemployed workers network, said John McKee, founder and chief executive of BusinessSuccessCoach.net.

"It has the side benefit of creating new relationships and getting in touch with people you might otherwise not be in touch with," McKee said.

Due to budget cuts, there is much need for volunteers now, O'Kelly said.

"You can make great contacts and this is something you can put on your résumé and show that you have been doing things even though you have been out," O'Kelly said.

REPACKAGE YOURSELF

The labor market is tight -- there are more than five potential applicants for each job opening -- and workers need to repackage themselves, and be willing to work in a new industry or function, experts said.

"Keep an open mind, especially if you are in an industry with lots of job losses," said Jennifer Grasz, a spokeswoman for career site CareerBuilder.com.

Almost half of workers, 47%, who were laid off in the last 12 months and found new jobs work in a different field than they previously worked in, according to a recent survey from CareerBuilder.com.

Companies are starting to change focus from cost containment to growth, first bringing back areas that are most closely tied to revenue such as sales, marketing, customer services and information technology.

"Look at how you can make your experience relevant to those functions," Grasz said.

A lack of openings in a worker's chosen profession can be depressing, Mellard said, and suggested that job seekers "think outside of the box."

"Go to networking events not in your field," Mellard said. "This would also be advice I would give to someone out of the labor market for some period of time."

BUILD A NEW RÉSUMÉ

Revamping your résumé can also reenergize a job hunt, experts said. Job seekers should make sure their résumés are optimally constructed for the Internet and databases. Resumes should contain key words that gain attention, said Eric Winegardner, vice president, client adoption with career site Monster.com.

"You have to look at your résumé through a technology eye," Winegardner said.

He recommended that workers find key words in interesting job postings, and make

sure the words are in their résumé.

"What are the different words to describe the job you want," Winegardner said. "The burden right now is on the person to describe themselves."

He added that job seekers need to make sure their résumés are in the right databases.

"Because there are so many people out of work right now, a lot of employers or recruiters are not putting out the message that they are hiring because they will get hundreds and hundreds of people who want that role," Winegardner said. "They are turning to databases. If you are not in those databases to be found, that's a problem."

While chronological résumés are popular, workers should also create a functional résumé, which emphasizes skills and won't highlight long-term unemployment.

Carolyn McCarthy, a Duxbury, Mass., job seeker who has been in the market for two years, has removed dates from her résumé so that recruiters don't dismiss her out of hand.

"I have gotten more phone calls," McCarthy said.

KEEP BUSY

Long-term job seekers should set daily goals, such as crafting a new résumé, adding information to a social-media profile or taking someone to lunch who can offer advice or make introductions, experts said.

"It can be tough day after day if you are not finding a job in a timeframe that you'd like," Grasz said. "You want to make sure you are setting goals for each day that are realistic."

She recommended that job seekers write their own blog to showcase their creativity and knowledge base. "Promote your personal brand," Grasz said.

She also recommended that job seekers can go to school to make themselves more marketable. "This could be a formal degree, or a seminar. Actively pursuing knowledge shows employers that you are staying active," Grasz said.

McKee recommended that long-term job seekers evaluate themselves by considering their strengths, weaknesses, opportunities and threats.

"This engages you so you are not sitting there wondering about why the phone is not ringing," McKee said. "This is a good objective way to do an appraisal and give yourself direction about what you might want to build on or avoid."

He also recommended that job seekers offer their services as an entrepreneur.

"Most of my clients are surprised by how much money they keep in their pockets as an entrepreneur, compared with their take home as employees," McKee said.

O'Kelly recommended that job seekers consider temporary work.

"The temp labor market is really picking up. People should look at these opportunities seriously because they could turn into permanent positions," O'Kelly 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 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 and click "contact us" to discuss your needs.



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