

Take it One Step at a Time!

When a parent first sends their child to school, it is with the expectations that they will steadily work their way through each letter of the alphabet. Perhaps their second year, they will start learning how to put a few letters together to form simple words. As they progress through their early education, they will learn more complex words, followed by the sentences that link them together. Only after a few years of this slow-paced instruction will they eventually learn to read.

So why, if we expect baby steps from our children, do we expect giant leaps of success for ourselves? When you're faced with a challenge — and by that, I mean one of those giant obstacles that you spend sleepless nights worrying over — what is your first instinct? Do you risk a sprint to the finish line that might trip you up or do you map a path, with check-ins along the way, that will lead you to success at a steady pace?

We've devoted this month's issue to focusing on your job search as a strategic step-by-step process, with mini-goals and small successes, as opposed to one giant leap that could potentially lead to failure and loss of motivation. I hope it reignites the fire behind your own search and inspires you to focus more on the small steps that keep you encouraged and psychologically steady. In today's job market, it's so important to keep yourself motivated — a little bit helps!

Do you have any stories to share or any ideas for future articles? Please submit them to newsletters@flowwork.com!



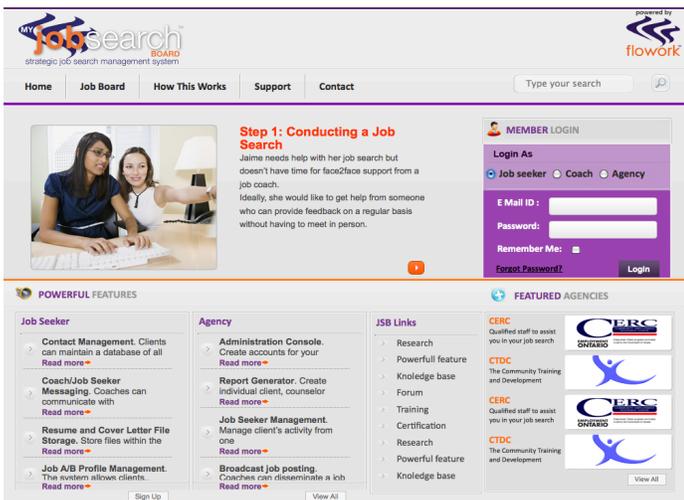
John-Paul Hatala, Ph.D. Flowwork Founder

This month's FlowTIP:
Connect with the employer first.
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 featured article titled 'Step 1: Conducting a Job Search' with a photo of two women. To the right is a 'MEMBER LOGIN' section with fields for 'E Mail ID' and 'Password', and a 'Login' button. Below the login section are 'POWERFUL FEATURES' for Job Seeker, Agency, and JSB Links. The Job Seeker features include Contact Management, Coach/Job Seeker Messaging, Resume and Cover Letter File Storage, and Job A/B Profile Management. The Agency features include Administration Console, Report Generator, Job Seeker Management, and Broadcast job posting. The JSB Links include Research, Knowledge base, Forum, Training, Certification, and Powerful feature. On the right, there's a 'FEATURED AGENCIES' section listing CERC and CTDC.

Job Development Framework

Dr. Hatala has developed a job development framework that works well with employers and clients. The approach is competency-based and works towards developing a matching system between job and organizational fit. If you're interested in finding out more about how you can implement this process, please contact flowwork at info@flowwork.com.



Now in FRENCH: *The Strategic Networker: A Learner's Guide To Effective Networking*

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.

Eating an Elephant One Bite at a Time

Maintaining motivation through the job search

Consider those people who are losing their jobs and those that were unemployed at the time of this economic downturn. Those individuals who have just recently become unemployed may have a bit of a financial reprieve through unemployment insurance. Those who aren't covered or have been unemployed for a while, on the other hand, will continue to face difficulties in making the transition back into the labor market.

Statistics show that the longer an individual stays unemployed, the more difficult it becomes to find a job. More notably, the window of opportunity for success starts to decrease drastically when the job seeker reduces job search activity. Activity can include anything from networking to applying for jobs. Inactivity inhibits the job seeker's ability to move forward, and they ultimately fall further and further behind, both psychologically and financially. So what is a career practitioner to do?

The longer a job seeker is unemployed, the more difficult it becomes for them to make the transition back to work. It's like that old age question: *How do you eat an elephant?*

The answer is very simple: *One bite at a time.*

The job, of course, is represented by the elephant. If a job seeker focuses solely on "eating the elephant," even the most organized, motivated and qualified individual can quickly become overwhelmed.

One of the keys to help our clients avoid becoming demotivated is to encourage them to start recognizing — and thus, experiencing — success on a regular basis. Setting short-term and realistic goals that

can be accomplished quickly is critical to moving them back into the job market. When the client experiences success, it provides much-needed momentum towards the next activity. When they've reached success in that step, it in turn keeps them motivated for the next mini goal...and so on. As they continue this chain of activity, they become exposed to opportunities they would not otherwise have seen had they been doing nothing. This practice of "eating a small piece at time" propels an individual forward.

The most common examples of short-term goals are the resumé and cover letter, but the job practitioner often stop there. In fact, we're most likely setting up our clients for failure when it is the first thing we do. This quick win may be the last one they experience for a while. The next feeling of success may not be until the client obtains employment, which is often far down the road.

If quick wins are the answer, we have to start being creative in conducting activities that produce short-term success. Additional examples of "quick wins" are the simple act of obtaining the name and email address of an HR person or conducting an informational phone call with a company.



Facilitating quick wins where success is just around the corner will motivate the job seeker to continue to do the things necessary to find the right job. If we just focus on the big prize — the job — it becomes much more difficult to maintain the motivational level required to conduct an effective and often exhaustive job search. If you encourage your client to think in terms of quick wins, it will be easier for them to see the positive effect it has on the job search.

This Month's flowTIP:

Connect with the employer first. How do you get your resume to the front of the pile? It's easy: connect with the employer first. Prior to sending out your resume for a job, try and connect with the employer to gather some information about the hiring manager, the job and the organization. Remember, even though the hiring manager works for the organization, it doesn't mean that you should focus solely on the company. After all, an individual does the hiring, not the organization. If possible, developing rapport with the individuals involved in the recruiting process may give you a leg up on the competition. Also, you want to find out more about the job and what they're looking for. Do they require someone with specific experiences or background? How does your past experience benefit the position you're trying to get? If there is any information that you can collect to include in your resume, it should happen before you submit the resume. It won't be possible to talk to all hiring managers, of course, but you should at least attempt contact prior to submitting your resume.

Leveraging Social Media for Career Development

More than ever before, the internet has become a resource for accessing opportunities to drive an individual's career development. Websites like Twitter, Facebook and LinkedIn have provided an access point for individuals to tap into the social resources that exist on the internet.

The key, however, is in remembering that they offer only access. These tools do not guarantee results on their own but rather provide the access required to utilize social resources. Time and attention is required — and doing the right things for the right reason is essential if a return on investment is going to occur.

When you think about the hidden job market, it most likely focuses you on your contacts. It's not that you believe that most of your contacts have the ability to hire you. The fact is, though, they may be connected to an organization or individual that may have the information you require. This is where the true value of your network lies, because after all, this is typically where the most credible job opportunities are found.

Leveraging social media as a viable job search tool can be a powerful vehicle for the job seeker. The key to social media is to get your connections to work for you and not focus on working the social media. This basically means that you spread the word to as many people as you can to let them know that you are in the process of conducting a job search, in the hopes that they — as well as their contacts — can keep a look out for job opportunities on your behalf.

The more people who get the message that you're looking for a job, the better. As long as they are clear on what type of information they are looking for, the possibility of their contacts coming across helpful job-related information will dramatically increase.

So here are four tips for leveraging the power of social media:

1. HAVE A PURPOSE.

Know why you are visiting these social networking sites. This will help you focus your message and increase the likelihood that someone will be able to help you. Your message on Facebook, for example, may be vastly different than the one you post on LinkedIn. Log in with the understanding that you're utilizing this social media to locate individuals who can lead you to your ultimate achievement: obtaining a job. Don't litter your unemployment status update with news of your daughter's latest soccer goal or the fact that traffic this morning was terrible.

2. DETERMINE HOW YOU WILL MEASURE SUCCESS.

Are you looking for industry information, job leads, contacts, etc? Decide what you want out of your efforts; if you're looking for five quality contacts at local businesses, it will be easier for you to measure the usefulness of your network on that particular site. Once you determine what you are looking for you can easily see if the time you're spending is worth it.

3. FIGURE OUT WHAT YOU CAN OFFER.

Think of things that you can bring to the network. Is it information on a particular industry or some of your own contacts that you can share with others. For example, sharing a discount code for office supplies in exchange for a helpful tip from one of your contacts is much more valuable than a simple "thank you" — and it will ultimately guarantee that your contact will continue to assist in your job search efforts. Whatever it is you need from your network, make sure you have something to offer in return.

4. DON'T WORRY ABOUT THE NUMBERS.

It's not how many friends or followers you have on the social networking websites that matters. More important is the quality of the individuals to whom you are connected and how you are able to leverage those contacts to help you. Remember, the actual job leads are usually beyond the first or second degree of separation.

Social media can be intimidating even at the best of times. But if you follow the four tips presented here, you can start off on the right foot and think more strategically about your approach. It's amazing how a simple Tweet can ultimately lead to the sharing of information that leads you to the accomplishment of your goals! Websites like Twitter provide you access to a vast array of social resources that would have been unattainable anyplace else. Just think about the potential and power these access points have — they will change the way you not only look for work, but help you maintain your job once you get it.



Re-Energize Frustrating Job Search

Steps to keep your face out there and your heart in the hunt

Published in The State, "South Carolina's Homepage" on May 9, 2010

While the economy might slowly be recovering, it's still tough to find a job, and millions of workers have been unemployed for far longer than they would like. Not only can unemployment drain resources, but it also can take a toll on the psyche of the unsuccessful job seeker. Here's some advice from experts to re-energize the job hunt:

Don't stop networking: 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. The way people are really getting jobs is by meeting people. ... To really know what's available, you really need to get out there and meet people and talk to them about your skills."

GO TO INDUSTRY EVENTS:

"You are staying fresh and alive by being around people who are working," said Nancy Mellard, national leader of CBIZ Women's Advantage, a mentoring and networking program for female workers. "It's not just trading business cards. It's more about how many of these people connect with the story you tell about yourself."

VOLUNTEER:

"It has the side benefit of creating new relationships and getting in touch with people you might otherwise not be in touch with," said John McKee, founder and chief executive of BusinessSuccessCoach.net. O'Kelly added: "This is something you can put on your resume and show that you have been doing things even though you have been out."

REPACKAGE YOURSELF:

Be willing to work in a new industry or function. Go to networking events not in your field, Mellard said. 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," said Jennifer Grasz, a spokeswoman for career site CareerBuilder.com.

REVAMP YOUR RESUME:

Job seekers should make sure their resumes are optimally constructed for the Internet and databases. Resumes should contain key words that gain attention, said Eric Winegardner, a vice president with career site Monster.com. He recommended that workers find key words in interesting job postings, and make sure the words are in their resume. "What are the different words to describe the job you want?" Winegardner said. "The burden right now is on the person to describe themselves." While chronological resumes are popular, workers should also create a functional resume, which emphasizes skills and won't highlight long-term unemployment.

SET DAILY GOALS:

These could include crafting a new resume, adding information to a social-media profile or taking someone to lunch who can offer advice or make introductions.

WRITE A BLOG:

Job seekers could write to showcase their creativity and knowledge base. "Promote your personal brand," Grasz said.

GO TO SCHOOL:

"This could be a formal degree, or a seminar. Actively pursuing knowledge shows employers that you are staying active," Grasz 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 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-flowork or visit www.flowork.com and click "contact us" to discuss your needs.