

So What's Your Game?

We've been very hard at work for the last few months completing design on our great new game, The Game of Networking, and I'm so excited to say we anticipate it being available to ship in September! It's been such a long time in coming, I feel like I've thought of nothing but game instructions and goal possibilities for the last few weeks. We've held a few really successful test runs with individuals of all ages and life stages, so I'm really looking forward to sharing the experience with all of you. Please take a moment to look at the article on page 2, and be sure to check out the game's new Web site, located at www.gameofnetworking.com.

With summer coming to an end, I'm finding myself doing more than just working on the game, though. I am preparing for yet another trip to Africa, just as the games are being sent out to all of you who are ordering. I go into detail below about this second half of the project, along with a few other recent notes of interest.

I trust you all will enjoy the rest of your summer. I 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.

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



This month's FlowTIP:
Before asking a contact for help, make sure you've explored how you can help them.
See page 2 for more information.

What's New?

Flowork partners with CASIP

Flowork is excited to announce that CASIP (Consortium of Agencies Serving Internationally-trained Persons) will be implementing a SCORE pilot in the Fall. CASIP comprises of 8 agencies which was formed in 1999 to work collaboratively and coordinate their employment and training services for internationally trained persons. The eight agencies include; ACCES Employment Services, Costi Immigrant Services, Humber College, Job Start, JVS Toronto, MicroSkills, Seneca College and Skills for Change.

Flowork is going back to Africa

Dr. Hatala will be traveling to Africa at the beginning of September. This time around he will be working with poultry sector stakeholders to develop a strategic plan for implementing the Best Management Practices (BMP) for dealing with Avian Influenza. In August, BMP training will take place for the influential members of the sector identified in June. Dr. Hatala's previous visit prepared the network in both Togo and Zambia to receive information regarding disease

control (BMPs) and now will focus on strategic planning with the network group for the dissemination to the rest of the sector.

Flowork to introduce an Online Social Capital Development Assessment Tool

Work is under way on an online Social Capital Development Assessment tool. The tool will allow users to 1) assess their comfort level with accessing social resources, 2) develop networked goals, 3) create network maps, 4) develop connection strategies, 5) manage the network process, and 6) create reports that measure social capital development. Additionally, there will be an administrative function that will allow someone to set up client accounts in order to monitor social capital development for an individual or a group (i.e., an organizational unit or job seeker). Flowork hopes to launch the beta version in Late September, early October 2008 and will be looking for volunteers to test out the system. If you're interested, and would like to be put on the beta testing list, please email beta098@flowork.com.

Nearing the Finish Line

Work is completed and the ship date is nearing for the new board game, *The Game of Networking*, which debuts this fall to the public.

"We've tested the game with a number of different populations, ranging from youth-at-risk to immigrants to professionals. The response has been very positive", says Dr. John-Paul Hatala, founder of Flowork.

The simulated environment of networking via the game board model has proven to be quite successful. Players are exposed to the networking process and then are required to leverage the social resources of other players to solve their assigned goal.

"The format provides a fun, easy way to get the concept of networking and its benefits across to players in a quick and fun way", says Dr. Hatala. "The game is trying to demonstrate what research

confirms: those individuals who seek out help to accomplish their goals are actually more likely to complete the goal than those who attempt them on their own."

For the first time—and in real time—players experience the advantages of seeking help from others to accomplish their goal versus trying to attain it on their own. The game can be won in two ways. The first is to move around the board and hope to land on spaces that provide resources. The second way, if you want to speed up the process and win the game, is to try to leverage the resources of other players. The board game format will allow players to experience this in a controlled environment with a facilitator pointing out key learnings.



Flowork's New Board Game Gets a Home on the Web!

Flowork is proud to launch the new website for *The Game of Social Networking: The Board Game*. Housing complete information on playing the game, downloadable instructions and online ordering, the site is located at www.gameofnetworking.com.

In addition to links for game basics, Flowork will also offer a facilitator subscription that allows yearlong access to online resources supporting the administration of the game. Main benefits of membership include learning tips, strategies, practical exercises, a discussion board and much more.



The game will be ready for shipping in the first part of September 2008. The Flowork team plans on holding a teleseminar in late August that will be facilitated by Dr. Hatala. The teleseminar will focus on the game and will answer any questions interested individuals may have.

If you're interested in participating in the teleseminar, email your name to teleseminar@flowork.com and you will be put on the reserved list. Unfortunately, there will be a limited number of openings for the teleseminar. Questions about the game should be emailed to the same address prior to the session. Unfortunately, due to the large number of participants anticipated, live questioning will not be possible. However, your question will be answered in the session. Additionally, an overview of the game will be provided.

This month's FlowTIP:

Before asking a contact for help, make sure you've explored how you can help them. Many times we go to our network for help and forget to think about how we can help those people in return. The next time you require something from your network, take time to explore your situation with the individual and discuss how you can pay back the favor. This is sometimes overlooked and can make the difference between getting the help you need and not getting any help at all. For example, if you require a colleague at work to help you with something make sure that they are aware that once your task is done, you're willing to help them with something right away or in the future. And most importantly, is to make sure you actually stick to your promise. In order for you to continue to leverage your network to accomplish your goals, you have to equally give back to the network. Without this trust, very few people are going to go out of their way to help you.



Competency-Based Job Development™ : Linking Employers to Candidates

Competencies are capabilities that serve as a source of competitive advantage for an organization over its rivals. It is safe to say that any new candidate considered for a position within an organization must contribute in some meaningful way to the overall competency of the firm. If a job seeker can demonstrate that they are competent in the same capabilities required by the organization, the greater the likelihood that there is an opportunity for employment. More importantly, there is a better chance that the organization will increase its competency level.

Competency-Based Job Development™ by Flowork takes a two-pronged approach: linking candidates to employers not only through a “fit” with the job function, but more strategically through determining if there is a “fit” with the organization.

Essentially, two Competency Models are created. Number one is the core Competency Model for the overall organization—in other words, what competencies are required to work for the firm regardless of position. Two is the job specific competencies required for the position to be filled.

Basically, job developers have the opportunity to not only place a client based on the requirements of the job function, but also on whether the job seeker fits into the organization. This provides the job developer some leeway in getting their client a placement with an employer when the individual may not have all the skills or experience to provide the best “fit” for the position, but is a nice “fit” within the overall organization. Negotiation for placement with the employer can be focused on a strategic alignment between the client and the organization, as some of the job specific requirements may be trainable and can be done over time. This helps the employer think strategically about reducing turnover and increases the likelihood that the client will stay with the job longer because there is a “fit” between them and the organization.

To take the point further, this “fit” or matching process is done through Competency Models created by the job developer and employer. When a model is created, the employer can determine a minimum competency level they are seeking in potential candidates. The job seeker can quickly determine up front if they possess the level of competency required by the organization, and determine if their past work experiences have helped to develop these competencies.

Core competencies are those that define the *ideal individual* working for the organization. For example, many organizations require cooperation among staff, so “team player” naturally becomes one of their core competencies. Verbalizing this competency helps the

employer direct their hiring practices towards individuals who possess this quality.

For the job seeker, it gets them to think about past experiences where they acquired the “team player” competency to see if there is a fit. If they prefer working autonomously and their work history supports that, it is probably not a good fit. However, if they enjoy working with others, they then have to demonstrate how they developed the competency from past experiences.

Following this process takes the whole “matching” process to a new level.

The competency-based approach is a way of making a strong match between job seeker and employer. More importantly, job developers can demonstrate added value by truly getting to understand the employer’s business model. This provides time to develop a relationship with the employer so that if issues do arise, the stronger connection may provide more understanding and encourage the employer to work with the job developer to find the right solution. A good relationship with an employer is key to successful job development. The understanding of the employer through competency models will help strengthen that relationship and increase the likelihood that a better match between job seeker and employer can be made.

If you’re interested in finding out more about Flowork’s Competency-Based Job Development, contact a Flowork member at cbjd@flowork.com.



Struggling Banks Turn To Social Networking

from InformationWeek Daily (www.informationweek.com/newsletters/daily), posted July 30



Battered by the cratering home mortgage market and seeking ways to attract younger consumers, financial institutions are exploring online social networking as a way to acquire and retain customers.

Netherlands-based bank ING Direct, for example, maintains a site called MoveOutMoveUp.com, aimed at first-time homebuyers, with community-oriented forums and advice pages under categories like “Oh Baby!” (for new parents) and “Moving in Together,” for prospective cohabitants.

Research firm Gartner two years ago predicted that social networks and Web 2.0 applications such as wikis, podcasts, and blogs would become increasingly important to banks and other financial services firms seeking to develop “nontraditional distribution channels” and forge new one-on-one relationships with younger customers wary of conventional loan applications and the like.

That prediction is only now starting to bear fruit. In February Fiserv, which supplies back-end bill-payment and transaction technology to financial institutions, launched a Facebook application called MyMoney, which allows users of the popular social-networking site to carry out basic banking tasks such as paying bills, making transfers, and checking balances.

Developed in-house specifically for Facebook, MyMoney is geared toward credit unions seeking to cater to younger, Internet-savvy customers who are unlikely to walk into a brick-and-mortar credit-union branch, said Richard Jones, Fiserv’s executive VP and CIO.

“Our credit unions have a problem,” said Jones. “The average age of their customer is now 47 years old and rising. If they want to attract these Generation Y consumers, they have to go where they are, and Facebook is a clear place to find them.”

Fiserv last year acquired electronic payments processor CheckFree for \$4.4 billion.

Facebook users can sign up directly for MyMoney if their financial institution supports the application. If it doesn’t, they can submit a request that Fiserv forwards to the credit union or bank. So far 36 credit unions have started supporting MyMoney; Fiserv plans to launch a wider marketing campaign for the application in the fall, to go after its 2,200 member credit unions. Beyond that, the company plans to market the application more widely to its thousands of bank customers.

More than 1,000 Facebook users have downloaded the application, said Fiserv product manager David Reed. “It’s probably exceeded our expectations,” he said. “We did not think it’d take off that quickly.”

Several studies have found that younger customers tend to feel more comfortable with online banking than their older counterparts and make fewer trips to physical branches. And tightening credit markets are making it more difficult for 20-something consumers with brief credit histories to make big purchases like autos and homes.

At the same time, younger consumers have fewer concerns about security issues surrounding banking online.

“There are college kids who haven’t been inside a bank,” John Zollinger, VP of corporate banking for Whitney Bank, told the *Mississippi Business Journal*. “You can do almost anything online now except commercial loans.”

That means that financial institutions must find new ways to reach out to the “underbanked” generation and develop new relationships with them, often via online channels already familiar to the Gen Y crowd.

“I see Facebook as the next platform,” said Fiserv’s Jones. “There are now 30,000 applications sitting on that platform, not only for social interactions but as a place to do business. This is how people want to interact.”

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.



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