

## Back to the Daily Grind!

It's that time of year again, when fall is closing in and students (and, of course, their parents and teachers) get ready for going back to school! Many will be sad to be leaving the relaxation of summer vacation behind, some will be excited to be embarking on a new learning journey, while others may be nervously looking forward to what the school year has to hold. It's a time of great change, of starting fresh, and of acclimating to what is often a much more hectic routine.

So, too, is it for the job seeker – many of whom took the summer off to relax with their families and enjoy the lazy days of vacation. We've focused this month's issue of helping you commit yourself back to the job search with a feeling of inspiration and encouragement! Be sure to keep your sights set on utilizing your social resources to the best of your ability so you can get your search off on the right foot and pound that pavement hard!

Remember to keep sending those ideas and suggestions to [newsletter@flowwork.com](mailto:newsletter@flowwork.com).



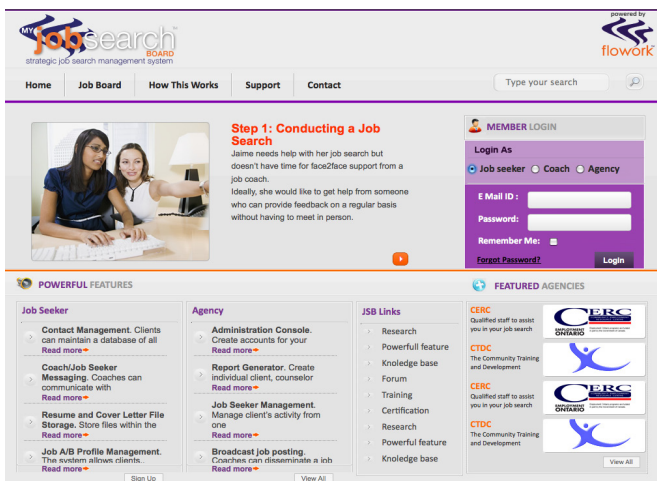
John-Paul Hatala, Ph.D  
Flowwork Founder

This month's FlowTIP:  
**Become proactive!**  
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](mailto:myjobsearchboard@flowwork.com).



### Dr. Hatala Appointed to New Academic Post

Dr. Hatala has recently been appointed as a professor at the Rochester Institute of Technology in the Human Resource Development program. Additionally, he is now a Senior Fellow at the University of Ottawa.



### 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 Réseautage Efficace*. Visit the Flowwork site at [www.flowwork.com](http://www.flowwork.com) to order your copy.

# It's the most wonderful time of the year.... *Back to School!*

It's the beginning of the school year. Thousands of children of all ages are heading off to school — some of them embarking on their first school experience, others continuing down a well-worn educational path. So what are the implications for job seekers at this time of the year?

Typically, most people like to slow down for the summer and enjoy the opportunity to relax with friends and family. You'll find this dynamic in the public sector as well, as many organizations tend to slow down for a period of time over the summer while their employees take holidays.

This also holds true for job seekers, many of whom are willing to take it easy during the summer months then hit the pavement pretty hard after the holidays are over. What implications exist from this job seeking tactic?

First, there will be a mad rush on two fronts; one, the job seeker, and two, the employer trying to meet their employment needs. Getting back on track is key at this time — and the search will go into high gear.

Second, a sense of urgency will come into play for both the employer and job seeker. Realizing that the summer has flown by leaving the desperate need to get back in the swing of things, decisions will not only be influenced by quality, but also a sense of needing to take or fill a position quickly.

Third, the number of positions and candidates will increase exponentially from the summer, providing employers with a plethora of choices and job seekers with a wider variety and higher level of competition.

Remaining strategic about the job search still holds true even after taking a break from it. Here are a few tips for job seekers going into the post-summer job search scramble:



**Tip #1: Remain strategic.** Link all job opportunities to your long-term goals. Though you may need to find employment immediately for economic reasons, be sure there's a rationale for taking a position (for example, this position gets me closer to job A).

**Tip #2: Start conducting job search activities right away.** Don't make excuses and don't allow yourself to procrastinate. If you have kids, drop them off at school and commit the rest of the day to conducting your job search. The key is to focus your behaviours on doing something constructive.

**Tip #3: Reconnect with your network.** Let your contacts know that you're in the process of conducting a job search. Two heads are always better than one.

**Tip #4: Don't get trapped on the computer.** Your first instinct is to sit down and look at the online job ads. Remember that 80% of the jobs are hidden and won't be found on a website.

**Tip #5: Volunteer or join an association right away.** Get out and meet people — give yourself the opportunity to run into job-related information. These activities will expose you to opportunities you wouldn't come across on your own.

**Tip #6: Reconnect with your job search coach/counselor — and don't expect them to drop everything for you because you're back on the scene.** Conduct your job search

for about a week *then* set up an appointment. This way, when you go in, you'll actually have something to talk about.

It's crunch time for many people looking for work. For many job seekers it's time to refocus and start doing the things that are effective job search techniques. It's going to be tough but you need to position yourself so that you can get in the flow of job related information. Take a deep breath, focus and you're ready to go!

## This Month's flowTIP:

**Become proactive.** When looking for work or learning a new hobby, it's critical that you become proactive in your connecting and learning — at the end of the day no one is going to help you but you! It is essential to have a plan that you can easily communicate and that people can respond to. Don't make it a high-risk request like asking for a job. Target a lower risk request by asking for some information or a website. This will give you the opportunity to try and build a relationship. When your relationship is stronger, you'll be able to ask for more. Setting goals is the most important proactive step you can take — without them we are lost! Write down your goals and share them with as many people as possible. You'll be surprised by the help you will find.

# Utilizing social media is *easier than you think!*

Recently, a job seeker found an organization with whom he felt he could collaborate. He knew the best way to get his foot in the door was by way of a contact within the organization, but he realized he did not have any first-degree contacts who either worked there or knew someone that did. He knew he had to find a social resource — a contact — within his network that could help him out.

He logged into his LinkedIn account and updated his profile status to report his need for a contact within the organization he was targeting. Within a couple of hours, three individuals had emailed him, telling him that they knew someone who worked for the organization and would be willing to introduce them.

This is a perfect example of turning social capital into social income using an online networking tool. The steps were simple: he had a goal, had access to social resources and was able to utilize them for the purpose of accomplishing his goal.

So why did those individuals help? First, LinkedIn is all about sharing social re-

sources, so there is an international understanding of its utility. Second, the individuals who helped are most likely confident that he would be willing to offer a resource in return if they had the need for one. And lastly, it gave the contacts an opportunity to strengthen their social capital.

The process wasn't complicated at all. They knew what they were looking for and they clearly articulated their need to their network on LinkedIn. Very simple! The key was their ability to communicate their goal effectively and they did it in a forum that was acceptable — they knew the rules and so did everyone else.

If you think about it, you're probably doing this more often than you think. All you need to do is bring this simple process to the conscious level so that you can increase your chances of successfully accomplishing your goals.

After all, now more than ever before, we live in a world where exchanging social resources is as acceptable as asking for directions. So, when's the last time you broadcasted your goals to your network?



---

## How to Use Social Networking to Land a Job

*By Hope Holland - Published September 10, 2010 - FOXBusiness*

The traditional resume and cover letter may no longer cut it when it comes to landing your dream job. And in a world driven by technology, it's become more necessary for job seekers to tap into the social networking realm in order to keep up with the competition.

"We hear so much about 'Social Media'," said John Crant, author and career coach. "It's been all the buzz for sometime now, yet job seekers are still very unaware of how they could, or should use it to their advantage during the hunt for their next position."

After speaking with the experts, we came up with a list of social-media tips and tricks for your next job hunt.

### **No 1: First and Foremost, Google yourself**

Sherrie Madia, director of communications at the Wharton

School, University of Pennsylvania, and author of "The Social Media Survival Guide", recommended searching your name in Google before setting out on the job search.

"Depending on what you find, you can start figuring out where you need to begin," Madia said. "You can locate negative comments you have left on Facebook, blog posts, etc."

### **No. 2: Reshape and Revise Your Online Profile**

Get all of your subscribed social-networking sites in sync with the same message, goals, experience and photograph.

"You have to constantly be in job-search mode, utilizing every outlet accessible to you," Madia added. "It's not a one-and-done kind of deal."

The experts agree setting up a profile on LinkedIn, a popular  
(continued on next page)



# How to Use Social Networking to Land a Job

(continued from previous page)

professional site used for business networking and potential job opportunities, is a key tool in Internet job hunting.

Crant recommended getting your LinkedIn profile up-to-speed, making it more than a resume.

"Think of it as a 3-dimensional sales brochure 'all about you' that has one singular mission: to convince the reader, maybe even the hiring manager, you are the best individual for their team," Crant said.

However, it's no easy task and involves quite a bit of work. Crant advised job seekers to avoid answering the basic sign-up questions, and think outside the box.

"Utilize your space to it's fullest to tell your story with a narrative," Crant said. "Include things like books in your professional specialty that you are reading, presentations or even videos of you presenting professionally and join groups related to your niche."

## No. 3: Research Your Industry

After you've revamped your social media profiles, it's time to use the databases to your advantage. Madia advised job seekers to research blogs in their industry, look for companies on Twitter and Facebook, and find appropriate groups and blogs to link to. Create an opportunity to get recognized.

"Position yourself and your expertise," Madia said. "Create real relationships with companies and hiring managers through these sites and get a real sense of the community in which you are pursuing."

## No 4: Share Your Voice

With unlimited access to the blogosphere, job seekers are able to constantly search and learn about their specific niche or industry. Madia recommended commenting on blogs, and proving you have an opinion related to your field.

"Offer your expertise so people see you," Madia said. "It's reverse engineering when it comes to the job search. We are seeding the online space where we know employers are looking."

Meanwhile, anyone can start a free blog on their own and begin accumulating opinions and ideas over the Internet. Crant said write three articles on your views of a specific professional niche, post them to a blog and link it to your professional profile.

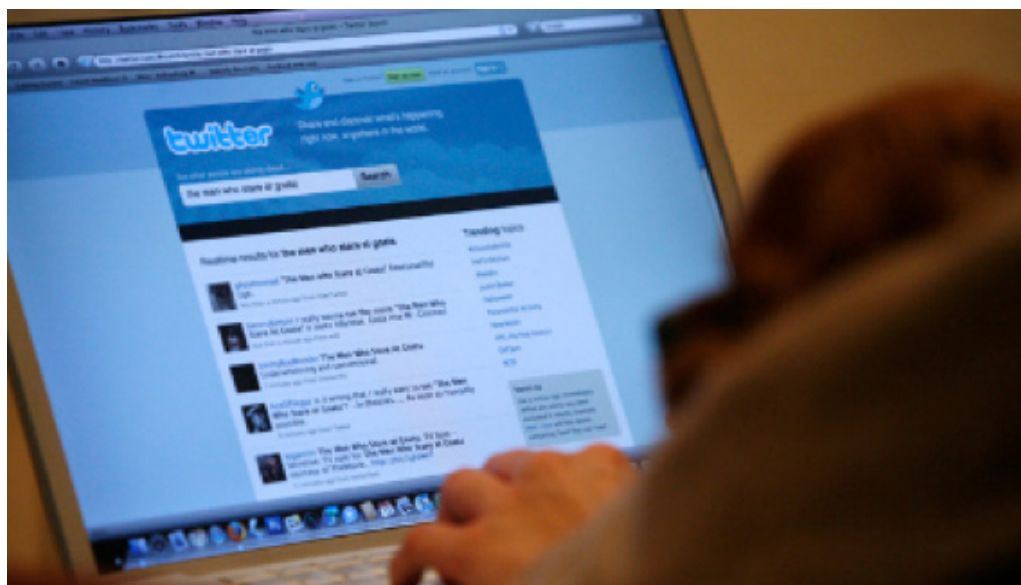
"Now managers can 'hear' and see your thought process," he said.

## No. 5: Network Your Way to the Top

Web sites like LinkedIn are great opportunities to network. Once you make a personal connection, you are essentially granted access to that person's contacts and further.

Opinions vary, but Crant said seize this opportunity to connect to anyone in your industry. Writing a simple note like, 'Hello, I am expanding my network and would like to connect with other professionals in our niche.'

"Just go for it," Crant said. "Use these tools to find and identify potential hiring managers and even before applying to the job, connect to them."



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](http://www.flowork.com) and click "contact us" to discuss your needs.



Flownotes is a monthly newsletter distributed by PDF and available in HTML on [www.flowork.com](http://www.flowork.com).

To contact flowork, call 1-877-FLOWORK or visit [www.flowork.com](http://www.flowork.com) and click on "contact us." Create your own social network map today on the Web site. It's free & easy!

© 2010 Flowork International, LLC. All rights reserved.