

Thinking Outside of the Box

Remember when you were in elementary school and every other day was “Opposites Day?” You’d take time to think of odd ways to communicate. *I would love to eat broccoli morning, noon and night! Homework makes me so excited, I dream about it all the time!* What you didn’t realize, however, was that your brain was getting a workout in “thinking outside the box.” You were faced with the task of communicating in opposites, of getting your point across in a way that didn’t come naturally to you.

The job search is another time in which the brain must engage in a practice session of “thinking outside of the box.” If you’ve found yourself running into brick walls, where you’re sending out handfuls of resumes but receiving no response, perhaps it’s a good time to stop what you’re doing and refocus your energy on a new attack on the same problem. We hope this month’s issue will help you do just that – whether you’re a job seeker looking for the dream position or a career practitioner looking for ways to direct a fruitless search.

Here’s hoping you and yours are looking forward to enjoying the change in season – and please remember to keep sending those ideas and suggestions to newsletter@flowwork.com!



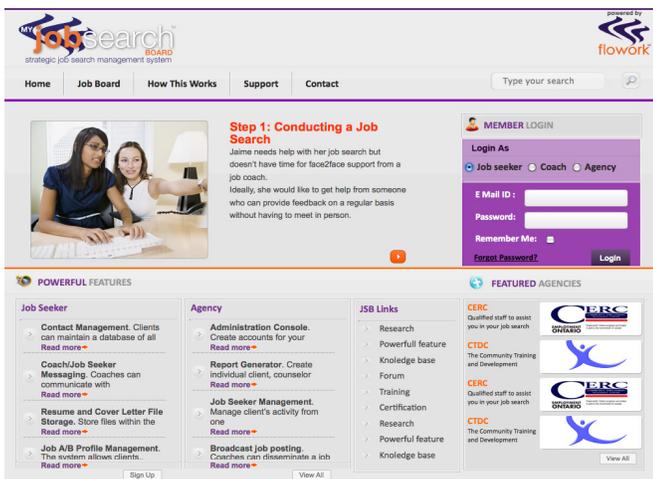
John-Paul Hatala, Ph.D
Flowwork Founder

This month’s FlowTIP:
Do the opposite!
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 myjobsearchboard website interface. At the top, there's a navigation bar with links for Home, Job Board, How This Works, Support, and Contact. Below the navigation bar, there's a main content area with a featured article titled "Step 1: Conducting a Job Search" and a "MEMBER LOGIN" section. The "MEMBER LOGIN" section includes fields for E Mail ID, Password, and a "Remember Me" checkbox. Below the login section, there's a "POWERFUL FEATURES" section with sub-sections for Job Seeker, Agency, and JSB Links. The Job Seeker section lists features like Contact Management, Coach/Job Seeker, Resume and Cover Letter File Storage, and Job A/B Profile Management. The Agency section lists features like Administration Console, Report Generator, Job Seeker Management, and Broadcast Job Posting. The JSB Links section lists features like Research, Knowledge base, Forum, Training, Certification, and Powerful feature. At the bottom right, there's a "FEATURED AGENCIES" section with logos for CERC and CTDC.

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 to order your copy.

Predicting Your Job Search Future *Working the Hiring Cycles!*

How long does it take, on average, to find a job?

There are several variables influencing the time it takes to find a job that could make answering that question very difficult. For example, there's the motivation of the job seeker, the availability of job openings and the decision-making process of the potential employer. So how can we look at this question differently?

One way of approaching an answer is to look at hiring cycles. Hiring cycles refer to the time it takes an employer to decide that they need to hire someone until someone starts the job — and it can range from job to job and from industry to industry.

In a survey conducted by Flowwork a few years ago, it was determined that the typical hiring cycle for entry level positions ranges anywhere from 6 to 8 weeks. Thus, the answer to the question of how long it takes to find a job can change based on the organization's hiring cycle — and the answer really depends on which cycle you have entered.

Let's suppose that you've done your research and have identified that the typical hiring cycle for ABC Corporation is 8 weeks. At some point in the cycle, an organization stops looking at resumes and invites candidates for an interview. If you were to apply after that date, the likelihood of getting an interview is either extremely low or absolutely impossible. It may be the perfect job and you may be the perfect candidate, but because you've entered the cycle late you won't score an interview.

The good thing about hiring cycles is that they are starting every day. When you apply for a position you enter a

cycle. The more cycles you enter, the greater the likelihood of getting a job. This may not be the appropriate strategy to getting the right job, however, as blindly sending out resumes is not necessarily the smartest way to conduct your job search. Targeting the search, in some cases, can be more beneficial — but it may take longer to actually get a job. This is an important thing to remember.

If you enter a hiring cycle that's 8 weeks long, the job is the right match for you, and you are eventually successful in obtaining the position, it will take you 8 weeks to get the job — and that's not accounting for all the preparatory work prior to commencing the search.

So let's go back to that original question: "How long does it take to find a job?" Before we can start to form some educated guesses, we have to make sure we've collected some information:

1. **What is the typical hiring cycles for the industry?**
2. **What is the hiring cycle for the specific organization?**
3. **Where are we identifying hiring cycles?**



The most important way to tap into these important pieces of information is within our network — after all, by networking, we gain access to the hidden job market and get the "insider information" about when hiring cycles may be starting.

In short, the more hiring cycles we enter the greater likelihood of finding a job. Our job search activity is crucial if we want to increase our chances of success.

This Month's flowTIP:

Do the opposite! Conducting a job search and networking are both challenging tasks, to say the least. Most likely you've received information from a number of different sources. Some of that information is obviously right on while other tidbits are way out there. If you've been networking or conducting a job search for a while now and find that you are experiencing limited results, try and do the opposite of what you've been doing. After all, what you've been doing is obviously not working, so what do you have to lose? Let's suppose that you've been contacting people through email. Stop and start contacting them in person. Or let's suppose that you've been looking online for job leads. Stop and start visiting employers in person. Take a week and make it your "opposite week." Not only is it psychologically refreshing, you'll be surprised what can happen when you tackle the same issue with a different approach!

Career Practitioners: *Delay the Resume!*

You may be involved in an employment-training program and the goal for clients is to find employment. So when do you have them start writing their resume?

For most, the natural tendency is to do it right away, but this practice may actually demotivate them in the long run.

REASONS TO START WITH THE RESUME

1. Many practitioners use the resume as an assessment tool for reviewing the work history of the client. We leverage the content of the resume — grammar and word usage, writing style, ability to clearly communicate — to help us determine if the client is realistic in the type of job they're pursuing.
2. Completing their resume is often the first thing the client wants done.
3. Compiling a resume provides the practitioner with a structure. It gives the ability to measure success immediately and makes the client feel good about themselves for having created the resume in the first place.
4. Resume creation generates a "quick win" for the client and builds credibility with the career practitioner.

AN ARGUMENT FOR DELAYING IT

If a client comes into a program with a resume and you help them "spruce" it up, it gives them a false impression that they will now have a better chance of getting a job.

Why?

They see this newly revised resume as an "upgrade," as an element to the job search they've never had before. They believe this alone will dramatically increase their job search odds.

As a career practitioner, you know that this is not necessarily the case — but it's a hard lesson learned only when they do finally send it out and don't get any interviews. This could greatly — and negatively — impact their motivation.

It's also possible that they will stop focusing on other aspects of their job search — like looking for new job leads.



Confident in the new resume, they may submit it then simply sit back and wait, believing they will get the job. This, of course, is the last thing you want them to do.

The key to any job search is identifying job opportunities linked to the type of job they are seeking. A resume is not needed to start the job search — in fact, the job seeker doesn't require a resume until it is time to actually apply for a job. Therefore, the focus should be on getting better at identifying job leads.

Many individuals believe that the resume is absolutely the most important part of a job search — and while it certainly is an extremely essential element, it is by no means the first thing they need to develop. Creating a plan for accessing the hidden job market should be paramount.

Additionally, a targeted resume should be created for most identified job opportunities. This means that the job seekers resume is constantly changing and that there will be many different versions.

A STRATEGY FOR DELAYING THE RESUME:

Like everything in life, there is always a counter argument — and with the resume, there is the issue of time.

What happens if my client finds a job opportunity with an immediate deadline?

This is a valid concern. A good suggestion is that you still construct a resume but don't call it a resume. Call it a "skills and experience inventory."

What's the difference? Psychologically speaking, the job seeker will not sit back and be confident that they have a resume but will instead focus on other elements of the job search. When it is time to submit a resume, they can quickly assemble a targeted resume from their inventory.

It's important that the job seeker focus on tapping into the hidden job market, and this takes time and attention. If they don't increase this activity, it simply pushes out the time it will take to find a job. Taking time to develop a resume is important, but if you don't have any job opportunities to send it to, what's the point?

Job Seekers Find Success With Social Media

by Anita Bruzzese - published September 28, 2010 - www.azcentral.com

When you're one of the nearly 15 million people currently unemployed, it can be discouraging to look for work month after month. But there are people finding work. So what are they doing differently to get jobs?

Those who have found employment say their strategies can help other job seekers.

Christine Demeropolis says she landed her new position as an account executive for Wordsworth Communications in Cincinnati through Twitter.

"I heard about the job when they promoted it on Twitter," she says. "I asked for more details, and then sent in my resume."

Within weeks, she was called in for an interview and then offered the job.

Mike Maul, Wordsworth's president, says the company decided to post the job on Twitter after being dissatisfied with traditional advertising methods.

"It's very expensive to run ads, and there was only a small percentage of candidates who applied who had the relative experience," he says. "We're going to post all our jobs this way from now on."

A CareerBuilder survey of more than 2,500 employers found that about 21 percent of companies use social media to recruit and research possible employees.



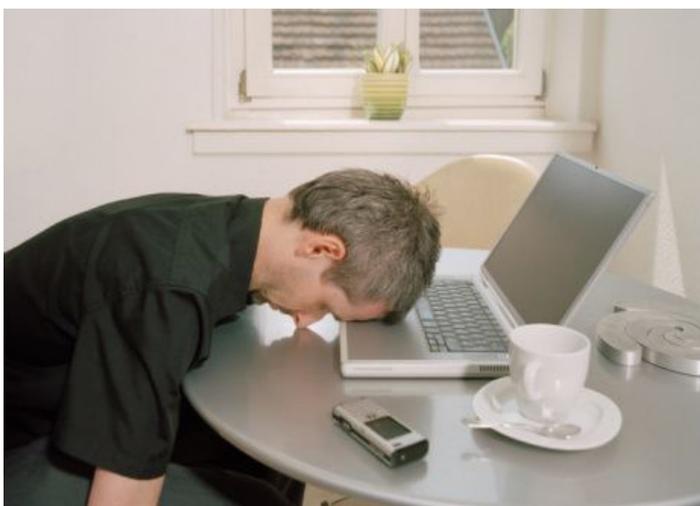
Srinivas Rao, 32, who graduated last year with an MBA from Pepperdine, says he "knew sending resumes out was a lost cause." So he started a blog called TheSkoolofLife.com, which combined his love of surfing with lessons he was learning in his life.

One employer, Flightster.com, called Rao for an interview after seeing his blog. Two weeks later, he started in his new position as director of social media and editor-in-chief.

"They learned a lot about me from my blog - much more than they would with just a resume," he says. "What can you really learn about someone from bullet points on a page?"

Dawn Bugni of the Write Solution-Resume Writing and Career Advising in Wilmington, N.C., says that job seekers ignore social media at their own peril. She offers these tips:

1. **Lurk, but don't stalk.** It takes time to build relationships.
2. **Do your homework.** Don't try and friend thousands on Facebook or follow hundreds on Twitter. Find those who have similar industry interests.
3. **Don't whine.** "It's your fingers on the keyboard, so think about what you're saying," Bugni says.



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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