

*The successful networkers I know, the ones receiving tons of referrals and feeling truly happy about themselves, continually put the other person's needs ahead of their own.*

*- Bob Burg (National Bestselling Business Author)*

## It's All About Who You Know

More than ever before, a job search comes down to who you know. Your experience, your education, your specialization, your interests...they all come second to your contact list and how you make it work for you. For example, you could have a graduate degree from Harvard Business School and twelve years of experience with a Fortune 500 company, but you run the risk of losing out on your dream job to a recent college graduate who knows the daughter of the company's hiring manager.

Strategic thinking is of the utmost importance long before you even start your job search. If you've taken the time to give back to your network — to nurture your relationships, to offer assistance whenever possible — you'll find that they're much more willing to return the favors in your time of need.

Have an idea for a future article? Send it in to [newsletters@flowwork.com](mailto:newsletters@flowwork.com). See you next month!



John-Paul Hatala, Ph.D.  
Flowwork Founder

This month's FlowTIP:  
**Don't burn your bridges.**  
See page 3 for more information.

## What's New?

### MyJobCards App Now on Facebook

Flowwork is now hosting their MyJobCards application on Facebook! Join in by visiting <http://apps.facebook.com/myjobcards>.



Learn about the benefits to sharing job leads with your Facebook network. As you gain a reputation for sharing, you're more likely to increase the number of job leads that come your way, ultimately increasing your chances of finding a job.

### The Networked Job Developer

Dr. Hatala is holding seminars for job developers that instructs them in how to tap into their community's social capital for developing jobs. If you or your agency is interested in finding out more about how you can get involved, email [info@flowwork.com](mailto:info@flowwork.com).

### Social Capital Development: An Online Learning Program

Flowwork has created two new unique, self-directed, online, interactive courses and certification programs that instruct individuals how to systematically turn their own personal networks (online or off) into powerful tools for accomplishing their everyday goals and objectives. To get more information about these courses, go to [www.socialnetworkaudit.com/community\\_online\\_training.php](http://www.socialnetworkaudit.com/community_online_training.php).

### Online Job Search Management Demo!

Flowwork is proud to announce the launch of a unique online job search case management system that will allow practitioners the ability to monitor their client's job search via the Internet. If you would like more information on this online tool or would like to sign up for an online demo, please contact [info@flowwork.com](mailto:info@flowwork.com). To find out more about it, visit [www.jobsearchboard.com](http://www.jobsearchboard.com).

# Want a Job? *Get Strategic!*

The reality for some job seekers today can be quite depressing. Irrelevant or a lack of education and training, no relevant work experience or being presently unemployed are all factors diminishing a job seekers chance of job search success.

Why would an employer hire someone who is unemployed? The supply of workers today is plentiful so why should they risk hiring someone who's been out of the game? A depressing thought for the unemployed, but unfortunately the reality. The main goal of an employer is to minimize the risk of hiring someone.

The common approach to dealing with this issue is to volunteer or to network for a referral. After all, a referral to a job opening lowers the risk of the employer hiring you. Of course the referral has to be someone who is trusted and has a work ethic the employer believes to coincide with their expectations of an employee. So for you job seekers out there, are you associating with conscientious workers? If you're not, those referrals may be accepted in vein.

Ultimately, there's many factors at play when it comes to looking for a job. Location, industry, the economy to name just a few. Being strategic about your job search is the key to success. Having a job search focus with multiple possibilities should be an essential part of that plan. Although this sounds like a contradiction of terms, the key here is to focus on what you really want to do and accept that it won't happen right away. If it does, you're lucky. However, the reality is that you're going to have to do some time in other positions before you get there.

How you get there is by doing all the things you've been told to do; network, maintain a high level of activity and cast a large net over opportunities out there. Most importantly is to start thinking about how you're going to minimize the risk of an employer hiring you. The best way to do this is to gain some experience in similar jobs to develop your competencies for the job you really want.

For example, you may want to be a high school teacher. If you

live in North America, the market is very closed right now and the chances of getting in is minimal.

The strategic approach would be to 1) identify what skills and abilities are required to become a competent teacher (the easiest way to do that is to go and speak with a few school principals), and 2) conduct a job search that focuses on the jobs that will allow you to practice and improve on the skills and abilities required for a teacher. So if a skill is teaching, a job as a camp counselor or is a possible opportunity for you to develop and build on that skill. If curriculum development is an important ability, taking a job as a youth program coordinator may allow you to improve in that area as well.

After you have practiced these 'competencies' in real-world situations that can easily be related to your targeted job, the better you're in a position to reduce the risk of an employer hiring you. Of course this takes time and varies by industry, position and career stage, but the reality is the same across all types of jobs; if you can't reduce the employers risk, you won't get hired.

The key to a successful job search is to wake up and face the fact that the job market is more challenging then it has been for some time. Be realistic and more importantly be cautious on what you feel your chances are for the job you want. Think strategically and be open to job opportunities that will help you to become more competitive so that when you sit down for an interview for your ideal job you can tell the employer a story as to why you're the right candidate. Try it, you'll be surprised what can happen.



## This Issue's flowTIP:

**Don't burn your bridges.** We say it time and time again: networking is the best strategy any job seeker can use to get hired. It's not the easiest thing to do, especially if you're not an overly outgoing person in the first place, but there are four sure-fire things you can avoid to prevent your networking from backfiring on you. First, *do not ignore your contacts*. Commend them when they post about successes and thank them for any responses they give you. Second, *be courteous*. Refrain from racist, sexist, or just plain offensive behavior on your favorite social networking sites. Third, *don't make it all about you*. When you're exceedingly self-promotional and hog the limelight, no one will want to talk, network, or recommend you. Last, *be helpful*. Don't continuously take and give nothing back — and when you do ask for help, make sure you return the favor. Break the cycle of bad networking!

*(Tips compiled from "Anti-Networking: How to Burn Your Bridges in 4 Easy Steps!" on BusinessInsider.com)*

# 10 Effective Job Search Strategies

*Published on AllBusiness.com - September 2, 2011*

Searching for a new job is hard work. In fact, it can be the toughest job you'll ever have. The key to job search success is to treat the entire process like a business; think of yourself as being in the job-hunting business.

To stand head and shoulders above the rest of the job-seeking crowd, it's important to lay out an effective strategy. By defining what you want and need, you're on your way to getting it. Jump-start your search with these helpful job-hunting strategies.

## 1. KNOW THYSELF

Begin your job search by taking a thorough inventory of your interests, skills, accomplishments, experience, goals, and values. Make a detailed list. The key to a successful job search is to recognize what makes you a unique candidate and to communicate this effectively to a prospective employer, both verbally and in writing.

## 2. AIM FOR THE RIGHT TARGET

Try to match your skills, interests, and values with the right career choice. For example, if one of your goals is to get a larger salary, don't focus on career paths that traditionally pay low salaries. Conduct research on various fields and local companies within those fields. Learn about different businesses that interest you, and target those that are more likely to have open positions.

## 3. BE ASSERTIVE AND PROACTIVE

The old adage "Good things come to those who wait" does NOT apply to those in the market for a new job. You've got to go out there and make it happen.

Don't wait around for opportunity to come knocking on your door. While cold calling potential employers can be intimidating, it remains a powerful strategy. It's important to get through the door before your competition.

## 4. DO SOME SLEUTHING

One key to breaking in is understanding the "hidden job market." Many job openings exist only in the minds of directors, vice presidents, and other company bigwigs, long before the job is finally advertised to the public.

If you can present yourself as the perfect candidate at this early stage, an employer may snap you up without looking elsewhere.

## 5. WORK THE NETWORK

Networking should be at the center of your job search strategy. Get the word out to friends, trusted colleagues, and even relatives



that you are actively looking for a job, and ask them to keep their eyes and ears open for any opportunities.

Also, expand your network and join professional organizations, sign up for job search newsletters and e-mail blasts, contact former professors and classmates, and participate in online discussion boards.

## 6. GET PROFESSIONAL HELP

Employment agencies can be an excellent resource for job leads, and they come in all shapes, sizes, and price ranges. Some specialize in very specific occupational areas, and many often have exclusive arrangements with large companies.

If you're interested in the services of an agency, investigate it carefully. Determine what the agency will do for you and how much it will cost.

## 7. BE TEMPORARILY FLEXIBLE

Temp jobs are a great way to learn skills, gain experience, and earn money while looking for a permanent position. They are also a way to prove your worth and be first in line when a full-time position opens up.

Working as a consultant or independent contractor in a company can also eventually lead to steady, full-time employment.

## 8. SAY IT CLEARLY

When sending out résumés, catch prospective employers' attention with a brief and concise cover letter that clearly spells out how your qualifications match the job requirements. Connect the dots for the reader, and make it obvious why you're the perfect candidate for the job.

## 9. KEEP CAREFUL RECORDS

Keeping track of the progress of your job search is important. Maintain a detailed record of all the jobs you have applied to, including communications, interviews, referrals, and follow-up actions. This will help you build a network of valuable contacts both for your current job search and for any future ones.

## 10. BE PERSISTENT

Job searching is difficult, and there are times when you will be discouraged. Just keep in mind that everyone has been through the same grind at one point. Try to keep a positive attitude, and look at your job hunt as an exciting challenge.

Your perfect job is out there somewhere. Good luck!

# Find, Share & Manage Job Leads from **facebook**



Tap into 600+ million friends for your job search

[www.myjobcards.com](http://www.myjobcards.com)



## Don't Wait for Employers to Respond

by Judy Gillespie · FloridaToday.com · October 4, 2011



**QUESTION:**  
*I haven't had a single response to all the jobs I have applied for online, not even a rejection card. Things sure have changed since I last had to look for a job.*

**Why are employers so rude today?**



### ANSWER:

Thanks to breathtaking leaps in technology during the past decade, most people now turn to online job boards such as careerbuilder.com when they are seeking employment.

The upside is they can access thousands of job openings not only locally, but nationwide.

The downside is employers are inundated with resumes. And, because most businesses are small (defined as 500 employees or fewer), replying to each applicant is usually time- and cost-prohibitive.

So while it is understandable that you are frustrated by the lack of response to your application, please don't blame the messenger. Do take heed of the message, however.

Start by critiquing your resume. Are there any red flags, such as spelling mistakes? Does it pass the "20-second rule" by quickly answering these three basic questions all employers have?

*Why should I hire you?*

*Are you qualified?*

*What sets you apart from other candidates?*

Next, are you relying on a "resume blitz" to get an interview? While obviously it would be foolish to ignore the requirement to submit your resume electronically because you fear it will just get lost in the crowd, studies show the personal touch is still crucial.

You can add that by following up. Here's what to do:

Find out who the hiring manager is at each company you want to work for.

Send your resume and cover letter via traditional mail to him or her within two days of submitting your online application.

If you don't get a response within a week or so, make a phone call to find out the status of your application. Emphasize your enthusiasm!

Last, but not least, rethink your job search strategy.

A targeted search is more likely to lead to an interview than an "I'll-do-anything" approach.

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.



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