

## It's All In a Well-Stocked Strategy

"Our goals can only be reached through a vehicle of a plan, in which we must fervently believe, and upon which we must vigorously act. There is no other route to success." — *Stephen A. Brennan*

At its most basic level, being prepared means having a solid plan and access to the resources necessary to execute that plan. It's also about peace of mind. In a crisis situation, when communities, families, and individuals are prepared, the fear, anxiety and loss that accompany a disaster are greatly reduced.

So why not apply that same principle to the job search? With preparedness and a clear strategy, is it not just as likely that the job search can be relieved of its fear and anxiety? Or better yet, isn't it likely that the job search comes to its fruition much faster with a concise plan of attack and specific goals set?

When two teams play a championship game, they enter the stadium or arena with weeks of strategic practicing behind them. They've studied the plays, run the drills, and committed the routines to memory. Without the preparation, they are sitting ducks with no hope of a win. This same idea is equally important to the job seeker, who is also faced with the champion's challenge of locating and obtaining the "dream job."

I invite you to peruse this month's issue and hope that it offers you some perspective on the absolute necessity of planning your next moves down the highway of your career. As always, if you have feedback or a story idea you'd particularly like to see in future issues, please feel free to send an email to [newsletter@flowork.com](mailto:newsletter@flowork.com).

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



This month's FlowTIP:  
**Plan to network.**  
See page 3 for more information.

## What's New?



### **The Strategic Networker: A Learner's Guide to Effective Networking**

Dr. Hatala is proud to announce the release of his latest book, *The Strategic Networker: A Learner's Guide to Effective Networking*. Visit [www.thestrategicnetworker.com](http://www.thestrategicnetworker.com) to order your copy today!

### **Dr. Hatala conducting presentations in Toronto**

If your agency purchases ten copies of *The Strategic Networker* and your office is located in the Greater Toronto Area, Dr. Hatala will personally deliver and conduct a one hour session on strategic networking for your staff and clients. For more

information please email us at [info@flowork.com](mailto:info@flowork.com).

### **Flowork Certification Training Coming to Toronto**

Flowork is pleased to announce that Dr. Hatala will be delivering the Social Capital Development and Strategic Job Search Management certification program in February 2010 (exact date to be determined). If you're interested, please email us at [training@flowork.com](mailto:training@flowork.com) and we'll add your name to the waiting list. Details will be provided shortly.



# When it comes to networking...

## *Think Strategically!*

Networking isn't a part of life, it's life itself! Everything we do is connected to our network. Whether it's asking for help from a neighbor or getting someone to introduce you to a contact, networking is an everyday occurrence.

The fact that networking is a prominent part of our life, however, doesn't necessarily guarantee that we are aware of when we're doing it. Most of our normal networking is subconscious, without challenge, offering few repercussions in asking someone for help. After all, networking is essentially the act of getting someone to help you accomplish an objective. When the act of networking is occurring, we seldom realize that we're doing it. It often looks like we're just receiving help from the people we're connected to.

If this is the case, imagine the potential networking can bring to us in accomplishing our goals if we bring it to a conscious level!

It is only when we focus on bringing networking to a level of awareness that we can become strategic. Doing this is actually quite simple; all you must do is set clear and concise goals. This forces us to think about who in our network can help us accomplish our goals.

Becoming a strategic networker does not only include the act of networking but the willingness and ability to set goals. Goals in and of themselves will help motivate us to seek out the individuals who can help us accomplish them. Without them, research suggests that it's much more difficult to remain motivated to network, especially for those individuals who feel uncomfortable doing it.

Once goals are set, the networking activity continues when we reach out to individuals in our network who can actually help. This requires a different compe-

tency then goal setting since it calls on our ability to leverage opportunities in our network. The act of asking someone for help can be more complex than we think. It's not just in the act of asking, but also in getting the individual to follow through and truly help us. This is where it gets tricky and requires us to think more strategically about this activity.

At the forefront of this process is our willingness to help as much as we receive. In order to do this, we must be aware of what we offer our network.

Bringing networking to the conscious level and thinking strategically about how we can leverage the resources in our network is critical if we are going to succeed. Setting goals that are easily communicated to the network and getting people involves a strategy that will increase the likelihood of people helping. Developing connection strategies and developing a networking plan is important if we are going to become more effective at networking.

The good news? Networking is a learnable and teachable activity! If we commit to becoming better at it, anything is possible!



# When it comes to the job search... *Think Strategically!*

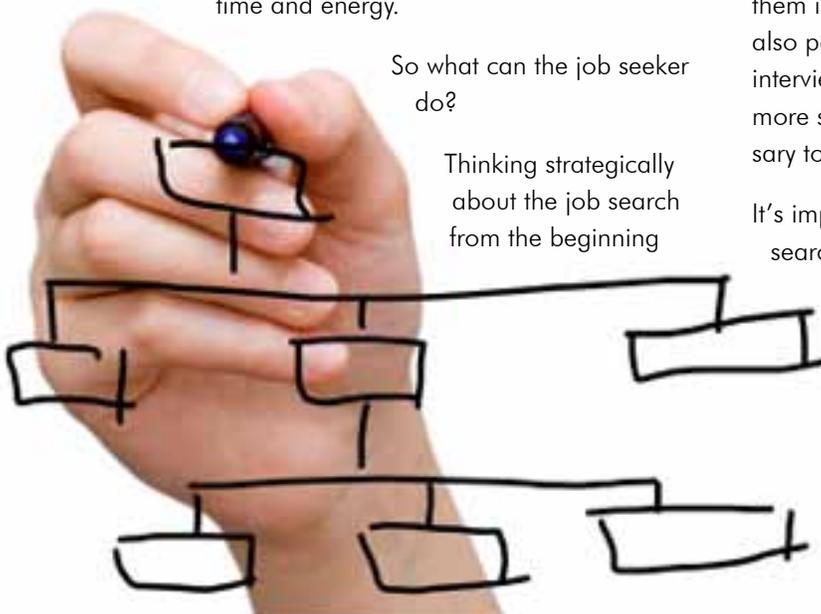
Whoever said that looking for work is a full-time job is obviously employed. The job search is more like being self-employed. There's no one telling you what to do and you only get paid if you produce!

If this is the case, the importance of thinking strategically about the job search must be at the forefront. The problem, however, is that the job search is often a reactionary process due to the stress of losing a job or the need to make a transition into another position. Both of these work against the job seeker, from a psychological as well as a tactical perspective.

Psychologically, the signs are usually expected and clear. For example, there may be an onset of mild depression which causes an inability to focus on the task at hand. Tactically, the job seeker may be unrealistic about their job choice — as the job search goes on, this can potentially mean wasting valuable time and energy.

So what can the job seeker do?

Thinking strategically about the job search from the beginning



is vital in order to reduce the time it takes to find a job. Most often, the job seeker focuses on their ideal job, their "dream job," the one they've been trained to do. The problem here, though, is that this typically limits the job related opportunities available to us.

The strategic job seeker, on the other hand, actually runs a parallel job search.

Prior to commencing with the job search, it's important to look for your "dream job," but to also look for opportunities that support you eventually getting your ideal position. Those supporting jobs should meet the criteria you have set for moving you closer to getting your dream job. For example, if you want to be a teacher, you need to list all the skills and experiences required to be a competent teacher: teaching, curriculum development, leadership, etc. Taking those skills and finding them in other jobs will not only build your competencies but also position you as highly competitive when you do get an interview as a teacher. Taking a job as a tutor starts to make more sense when you know you can acquire the skills necessary to increase your value to the employer.

It's important to think long term when it comes to the job search. Strategically determining your job search path is critical if you want to effectively and efficiently make the transition to the labor market. Although taking a job other than your dream position may feel wrong, it's more about how the job you're taking fits into becoming more competitive in the labor pool. Get strategic about your job search and you will reap the benefits down the road!

## This Month's flowTIP:

**Plan to network.** Although networking is happening all around us and we're probably doing it and without realizing, it is important to develop a networking strategy. The key is to develop a plan that suits our own individual style. Some of us are quite comfortable connecting, while others may find it challenging. Whether it's identifying individuals who are well-connected or forging new relationships, a plan is an absolute must. The more we start to think about the opportunities in our network the better we will be in a position to achieve our goals. That, of course, is assuming that we set goals. A networking plan includes the creation and development of clear goals. Without them, it becomes near to impossible to identify opportunities from the network. Plan to network and you will notice quickly how much more successful you can be. Start with a goal and let the networking magic take it's course!

# The Strategic Networker

## *A Learner's Guide to Effective Networking*

So, you've been reading the monthly newsletters, have perused the Flowork site, and have really tried to get yourself in the habit of networking toward your success, right? What if you had all that great information in a way that is portable, at-your-fingertips, and always ready for reference?

Dr. Hatala has recently released a long-anticipated book on effective networking strategies. This book is a condensed version of many of the techniques that are delivered by Flowork.

"I'm really excited about how easy this will make everything," says Dr. Hatala. "Essentially, you will be able to pick up this book and start tapping into your network right away".

The goal of the guide is to provide readers with an overview of developing social capital in a manageable fashion. The guide in total is just over 100 pages and has been written to get across the key competencies to social networking.

Here's a brief synopsis of the book:

In 2003, university-led research emerged that finally corroborated the age-old notion of "six degrees of separation" as legitimate, suggesting we are all much more connected

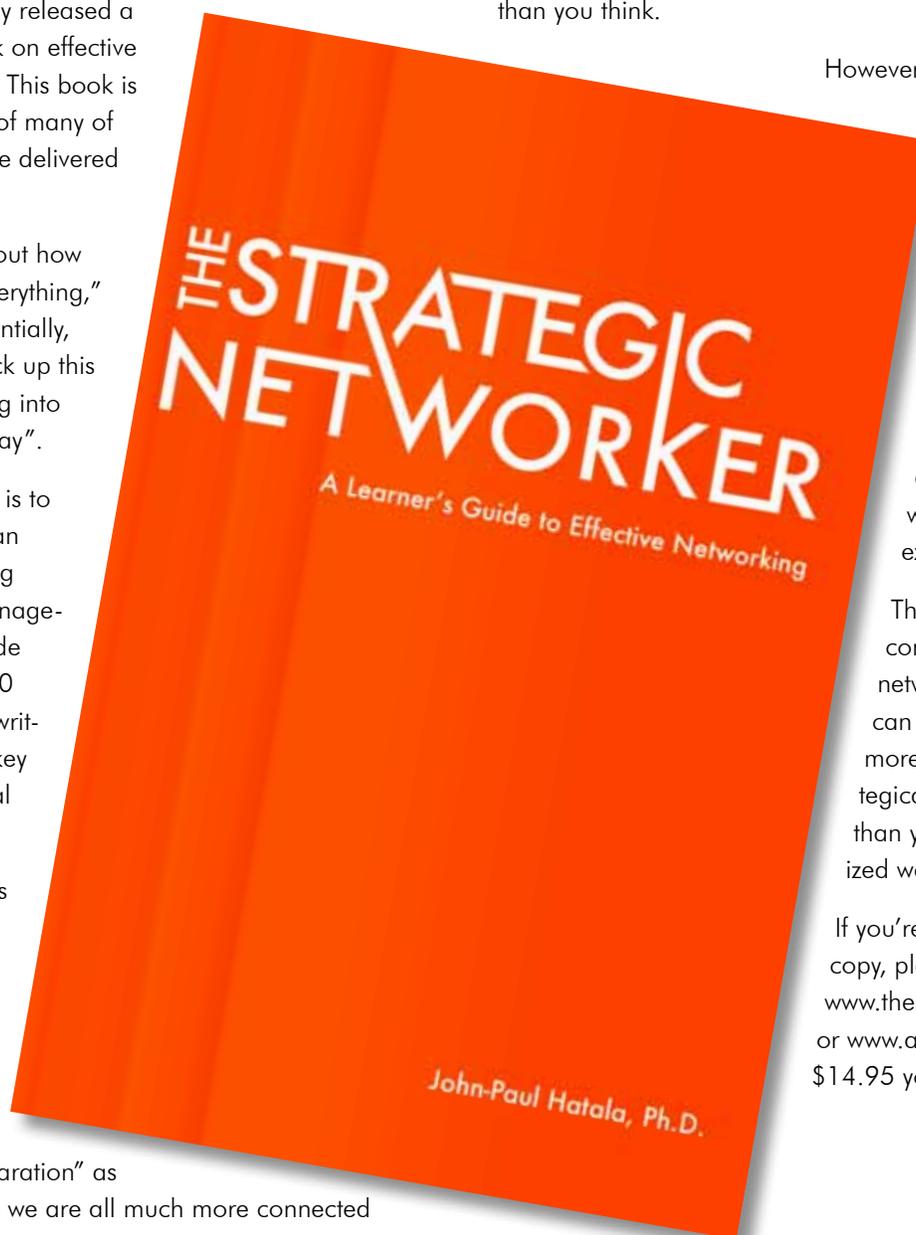
than we realize.

This can be great news for those who feel that the best opportunities in life are only ever provided to those of us who are lucky enough to "know people". After all, that key business connection or elusive job opportunity may be closer to you than you think.

However, whether we are trying to advance our careers or expand our social circles in ways that might benefit us down the road, few of us know where to even start... much less how to truly tap into our existing social networks and gain access to the absolute wealth of resources that exists within them.

That's where this guide comes in. It demystifies the networking process, and can help you to network more effectively, more strategically...more successfully than you may have ever realized was possible in your life.

If you're interested in ordering a copy, please be sure to visit [www.thestrategicnetworker.com](http://www.thestrategicnetworker.com) or [www.amazon.com](http://www.amazon.com) today. At \$14.95 you can't afford not to!



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.