



## Happy Social Capital Holiday!

It's that time of year again! Time to trim the tree or light the candles or sit beside the fire and enjoy the togetherness the holidays always bring. It reminds us, at least this one time of year, of the joy and warmth that being together brings as we are enveloped in the festivities and generosity of our friends and family.

It's also a great time of year to remember that the same generosity and giving can be extended to our social network! As you're celebrating, giving gifts, and just sharing in the merriness of the holidays, I invite you to offer a helping hand to a coworker or contact. You never know when you might need one in return — and starting the connection now is as good a time as any, especially when everyone is in such a giving mood!

I hope you and yours are able to spend time together over the coming weeks. I love nothing better than enjoying the togetherness of my own family, friends and colleagues. I hope you, like me, also look forward to the coming year and all its possibilities!

I invite you to continue sending us all of those ideas and suggestions. Please email them to [newsletter@flowork.com](mailto:newsletter@flowork.com). Have a wonderful holiday season — see you in the New Year!



John-Paul Hatala, Ph.D.  
Flowork Founder

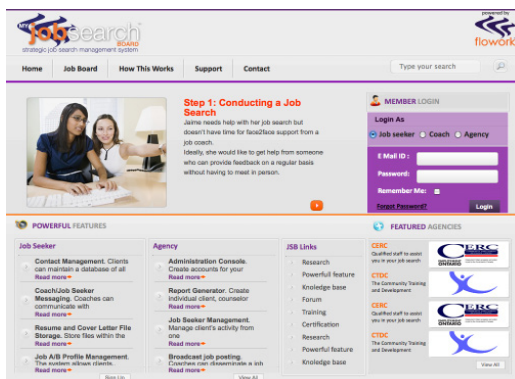
This month's FlowTIP:  
Make this a  
social capital holiday!

See page 3 for more information.

## What's New?

### Online Case Management System Is Here!

Flowork 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. December 1st marked the first — of many to come! — online demonstration facilitated by Dr. Hatala, highlighting the various features of the system. If you would like more information on this online tool or would like to sign up for an online demo, please contact [info@flowork.com](mailto:info@flowork.com).



### Flowork Certifications Coming Online!

Flowork and Emantras Publications have teamed up to offer Flowork certification programs via the Internet. Two online modules that include social capital development and strategic job search management will be launched in the next month or two. If you or your organization is interested in finding out more about these modules, please contact us at [info@flowork.com](mailto:info@flowork.com).



### 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 Réseau-tage Efficace*. Contact us at [info@flowork.com](mailto:info@flowork.com) today to order your copy.

# Tapping In to Our Social Capital *for Job Maintenance*

You're solidly walking down your career path and feel comfortable that you are where you should be professionally. Your job is challenging yet rewarding and you expect your paycheck to steadily grow as your work experience does the same. You're past the job search now, what's the use in social capital development, right?

Wrong! Social capital development has much to do with job maintenance!

We all know it's an essential element to accessing the hidden job market — cultivate a rich set of social resources and you find an easier path towards the dream job. But it applies once you've gotten the job, too. If we become better networkers, we have a greater opportunity to access social resources that can help us accomplish our goals.

Aligning our social resources with our career path is the key to not only maintaining our job but also helping us set up the next opportunity. It's of the utmost importance to make sure we've positioned ourselves to receive a reference from an existing job for future opportunities when needed. Developing "work" relationships with the right people is essential. Getting a reference from an employer should be considered when you first start the job, not when you need it later.

Thinking strategically about the relationships you develop is important not only if you want to increase your social capital, but also if you wish to be in a position to leverage the resources that exist within them. However, caution to those who only develop relationships to take something from them — it is equally as important to give to your relationships as well.

Think about how you can help your new co-workers with their job. Can you offer assistance on a particularly tedious task? Do you have a shortcut for a long project that may lead to more hours in their workday? Maybe you can do something simple, like offering a ream of paper or a handful of pens as

an alternative to a coworker's long walk to the supply closet across the office? If you can develop a sense of trust between them that indicates you will give back, the more likely they will be willing to help you. It's all about building mutually beneficial relationships.

Job maintenance is a critical component to career development. We don't want to start a job, then quit after six months. The utility of that experience will be lost, as will your ability to leverage it for getting your dream job. Being proactive when you've found employment is important to ensure that you can benefit from it.

Additionally, when it comes to job maintenance, it's important to maintain a level of performance that is in keeping with the organizational objectives — this usually comes in the form of performance goals. Accomplishing these performance goals is often easier with the help of co-workers. Increasing your level of social capital within the organization can not only help you accomplish these goals but make it much easier to do so.

Social capital development must be a conscious effort that starts before you start the job so that you can tap into the hidden job market and continues while you're employed. It should be at the top of your mind, regardless of what stage you're at in your career. Networking — or social exploration — is the most important competency anyone can possess, regardless of what you're trying to accomplish.



# Looking for Work is Like a Diet

## *It's Not Easy!*

Dieting is rough. When you've got your sights set on a smaller pant size or a lower number on the scale, it's very easy to lose your patience. Often the toughest part about sticking to a diet is not even the change in lifestyle — it's the fact that weight reduction is painstakingly slow.

When it comes to finding a job, it's usually not too different because, like dieting, the job search is a delayed reward process. When you desperately want a job, getting one simply may not happen right away.

Of all the challenges of conducting a job search, the element of delayed gratification has to be one of the most difficult ones with which to deal. Motivation is difficult to maintain if success isn't achieved on a regular basis. On a diet or looking for work, the reality is that it takes time to see results.

If this is true, how do we combat this reality?

The key to overcoming this obstacle and maintaining a level of motivation is to set small, realistic and attainable goals. The success experienced by achieving the goal will propel us forward and motivate us to continue working towards our ultimate objective.

For example, if you're on a diet, focusing on losing the weight right from the start may not be the best way of approaching the

task. Instead of focusing on the weight, perhaps it is more helpful to set a simple goal of riding a bike for 30 minutes, four times a week. This is more of a psychological difference — and it's a very important one. Focusing on accomplishing an activity is more realistic than focusing on losing three pounds because it doesn't involve the constant stepping on and off the scale, followed by the resentment that the weight is not lost. In actuality, this change in the goal refocuses our attention, which usually produces the intended result of losing weight!

This concept holds true for the job search as well. Instead of trying to speak with a specific HR manager at an organization, set the simple goal of getting the names of 5 HR managers at various companies — not contacting them, simply researching their names. Meet this simple goal, then revel in the feeling of accomplishment! It makes it much easier to then set another simple goal that can be attained simply, thus maintaining the motivation to finally meet that objective — in baby steps.



The main thing that motivates us to continue down a path are the successes we experience along the way. Whether you're on a diet or looking for employment, breaking down the process into small bite size pieces may possibly provide us with the motivation to continue. It isn't easy, but it's vitally important to remember. Experiencing small successes will encourage us to continue towards our ultimate goal!

## This Month's flowTIP:

**Make this a social capital holiday!** December is the time of year when most people are willing to give! Perhaps it's because of the feeling of brother- and sisterhood during the festive holiday, or it could be a memory of the gifts received in childhood and the desire to pay it forward as an adult. Whatever it is, it's important to keep your networking caps on — don't just think about taking but also finding ways for giving to your network as well! At this time of the year, people are going to be willing to help. Be clear on what you're trying to accomplish and then communicate it to your network. If they cannot help you during the holiday, make sure to follow up with them afterwards — the key is in getting their commitment to help. Once you have that, it's easy to go back to them in January and remind them what they were willing to do. Instead of sending out a holiday card, try offering some help to the contacts in your network — you may end up with the invaluable gift of help in return!



# Networking During the Holidays

*by Mary Jeanne Vincent - published November 20, 2010  
Career Talk - The Monterey County Herald*

There are a lot of misconceptions about networking. One unhappy job seeker recently defined networking as meeting with people with whom he had no common interests and probably wouldn't like so he could pump them about job opportunities.

I can definitely say that is not networking — it's using people.

True networking is connecting with friends and colleagues you currently know and continue to make.

The weeks between Thanksgiving and New Year's Day offer a variety of planned and spontaneous opportunities for reconnecting with friends, family and colleagues, and expanding your network.

This is not the time to shy away from interaction because you are embarrassed about your job situation. Rather, take advantage of every chance to be a part of all of the goodwill that the season offers.

When you head out of the house to attend a holiday event, always have as your primary goal making a friend, rather than making a contact.

Networking, whatever the time of year, is not about "making contacts." It is about building relationships.

Prepare in advance so that you are comfortable introducing yourself at social events and answering typical questions like, "What do you do?" or "How's the job hunt going?"

Telling a short story is often a great approach for explaining your line of work to someone you don't know. When asked, "What do you do?" Respond with a "you know how" question that addresses a common element of your job.

For example, "You know how so many people have family and friends who are out of work?" Follow this with a brief description of what you do. "Well, I help job seekers market themselves effectively and shorten their job search." Then ask a question that makes



what you do personal. "Have you thought about what you would do if your position was suddenly affected by a company downsizing?"

When responding to questions about the job hunt, avoid the negative and focus instead on the positive. Identify companies of interest, types of connections you would like to make and typical job titles that would be a match.

"While the job market is very competitive, I believe I have a lot to offer. I've put together a résumé that highlights my expertise and have developed a list of companies that interest me. Typical positions that are good matches include: executive director, development director and special events coordinator."

Bring your business cards. These should have the look and feel of quality because in the days ahead they will be a reminder of you.

Ideally, you have included a mini-résumé, or at least listed some areas of expertise on the back of the card. Mention this when you exchange business cards. This encourages the other person to read both sides and may prompt additional questions.

Keep the conversation upbeat and strive to have meaningful conversations with fewer people rather than superficial discussions with everyone. Suggest continuing the conversation over coffee at a later date, if agreeable.

Follow up a day or two later with a telephone call or short note. When connecting, always look for ways to give before you get. Offer your assistance, make an introduction or pass along an article of interest. And, always, always, always say "thank you" and mean it!

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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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