

## Keep Your Eyes on the Prize

According to the US Department of Labor, the average unemployed American spends 18 minutes a day searching for a job. Yes, you read that right. 18 minutes. When you find yourself standing in a low economic valley within a fiercely competitive job market, that can be a very surprising statistic to read. When you're also faced, though, with mountains of rejection letters after months and months of difficult and monotonous job searching, it's a little easier to imagine the aimlessness of the average job seeker.

Applying to jobs can be time consuming and tedious, but it's essential that you maintain your focus on the end result: landing a job. If you reach a block and you want to give up, force yourself to keep going, think (or rethink) strategically, and use your network to your advantage. That extra little bit of effort — which could significantly bump you up on the competition ladder, if you consider the statistic about the average job seeker — can be the difference between *looking* for a job and *finding* a job.

We've dedicated this extended summer issue to keeping yourself focused during a long job search. You'll find a double dose of articles, compiled from some of the best resources and presenting some great examples of individuals who have focused their efforts and come out on the other side with their goal achieved. I hope you find both inspiration as well as great education that you can take with you and apply to your own endeavors.

Please continue sending in your ideas and suggestions to [newsletters@flowork.com](mailto:newsletters@flowork.com). We want to know what information would help you the most so that future issues are equally inspiring and educational!



John-Paul Hatala, Ph.D.  
Flowork Founder

This month's FlowTIP:  
Minimize your  
digital distractions.  
See page 3 for more information.

## What's New?

### MyJobCards App Now on Facebook

Flowork 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@flowork.com](mailto:info@flowork.com).

### Social Capital Development: An Online Learning Program

Flowork 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!

Flowork 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@flowork.com](mailto:info@flowork.com). To find out more about it, visit [www.jobsearchboard.com](http://www.jobsearchboard.com).

# How to Stay Focused During Lengthy Job Searches

*by Randy Woods - June 6, 2011 - www.nwjobs.com*

*Hire Ground, a NWjobs blog about landing your dream job in Seattle*

They say April is the cruelest month, but when you're looking for work in the moss-covered Pacific Northwest, I'd say it's more like June. As we saw from the last few days of fantastic weather following a particularly drenching spring, it's easy to get distracted by a rare sunny day. Anyone who tried to reach people in a professional capacity last Friday afternoon most likely got acquainted with an overloaded voicemail system.

The same can happen in a job search, especially one that has dragged on for many months. Though you want so desperately to find a new position, the temptation is strong to "phone it in" by sending out generic resumes and waiting passively for a response.

Case in point is one unemployment claimant who was written up recently by the Washington state Employment Security Department for claiming benefits during the week she got married in El Paso, Texas. According to the rather humorous ESD press release, the woman said she had fulfilled her weekly job search quota by asking about any potential job openings at an El Paso movie theater.

Nice try, Tex. ESD sent her a bill for \$1,400 to recoup the UI benefits they had paid her that week.

While I'm all for brides following through on their wedding plans -- even the unemployed ones -- I'm also in favor of setting priorities and making sure that your job search goals come first. Looking for work is a full-time job and should be treated as one as you plan how to seek new contacts and establish connections each day.

Here are a few tips to make sure you maintain your focus on your ultimate goal during the sunnier months ahead:

Stay on top of current events -- If you know what industry you want to focus on, be a voracious reader about events in that field. Get to



know the people in the various companies by looking through corporate websites and LinkedIn profiles. Keep track of who is getting hired and who is moving to new divisions or other companies. This is a good way to find out about new openings before any notice is given.

Write about what you know — If you have something useful to offer about your chosen field, start a blog or newsletter and write about your opinions on related topics or offer solutions to common problems. Often, job seekers don't want to "give away" all of their knowledge on a blog, but if your opinions are interesting and your knowledge is deep, hiring managers will take notice. Believe me, a job search is a lot easier when the hiring managers come to the job seekers instead of the other

way around, and a blog is a great way to reach a lot of people. Plus it beats working on your resume again.

Take part in industry-related networking functions -- As Woody Allen once said, "90 percent of life is just showing up." What better way to stay in the minds of hiring managers than to attend functions where they may be looking for new talent? It's not always easy to schlep to a meetup after you've been hitting the LinkedIn message boards all day, but try to get to at least one or two of these events each week.

Give yourself regular breaks — No one can remain vigilant 24-7 when looking for a job, so make sure you take some time to give yourself a few "mental health" breaks. Looking for work can be a lonely business with little human interaction during your research phases. Get outside and take walks when the weather is good, like it was this weekend. You'd be surprised how much your mind wakes up and your attitude improves after a brisk afternoon walk.

As long as that walk is not down the aisle in El Paso.

# MyJobCards and MyJobSearchBoard

*Effective and Efficient Management of Your Job Opportunities*



Let's say you're conducting a job search. Where do you go to find job leads?

You already know that a majority of job opportunities are *not* found in tradition sources like online job boards or newspaper listings, but rather from your network, also known as the *hidden job market*. All you have to do is let your network know that you are presently looking for work.

Sounds great, right? Then you quickly realize that going to friends and family about a job lead can sometimes be a challenge. If only you had an easier way to ask people you know about job opportunities.

With the MyJobCards application on Facebook, you'll easily be able to share job cards with friends.

Job cards are job leads or referrals to individuals within companies who can help you and your friends find a job. Using MyJobCards will give you access to millions of users and an easy way to share job cards between friends. The more job cards you share, the higher your rating will be, giving your friends confidence in your willingness to help them out in their job search.

As your reputation grows, and the exchange of job cards between friends

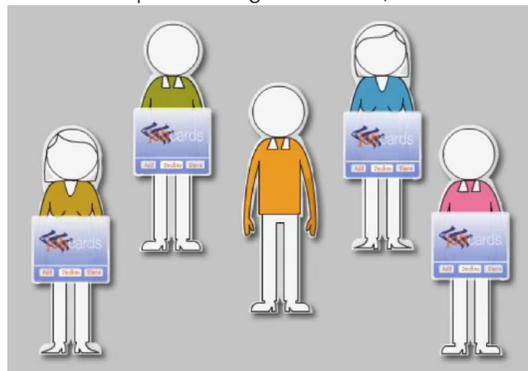
increases, the easier it becomes to access job opportunities in the hidden job market.

Now that you have access the hidden job market, how do you manage all the job leads? MyJobSearchBoard helps you effectively and efficiently keep track of your job cards throughout the entire job search process in a single online location.

MyJobSearchBoard is based on the principle of moving your job cards from step to step in the typical hiring cycle. It provides a visual representation of the job search process and makes sure you're following up with opportunities when you need to.

Essentially, MyJobSearchBoard keeps track of your activity and regularly communicates with you as you look for work.

Using the MyJobCards on Facebook and MyJobSearchBoard together allows you not only to gain access to the hidden job market, but enables you to manage all your job leads in one central online location.



After all, conducting a job search can be a lonely task. Don't do it alone — get help from your friends! Sign in now, for free, to get started.

Visit [www.myjsb.com](http://www.myjsb.com) for more information.

## This Issue's flowTIP:

**Minimize your digital distractions.** A majority of job seeking takes place on the internet, which means it's a lot simpler to find and apply for jobs — but with that simplicity comes countless distractions. One minute you could be browsing a job board, then, before you know it, you find yourself on YouTube looking at the latest dancing baby video. You may not be able to get rid of all of these distracting sites, but there are ways you can train yourself to avoid them. It's obviously best to simply stay off any services were your friends or family can contact you (Facebook, instant messaging, etc), but if total avoidance is not attainable, train yourself to stay focused on your task and use the distractions as a reward. For example, tell yourself that you will work through the job search for a full hour, then allow web browsing for a short time period (10-15 minutes) before continuing your search. Set an alarm clock so you know when the period has elapsed and it's time to get back to work — and stick to it! This helps you maintain a positive mental balance because you set and achieve a mini-goal to work hard, then you reward yourself with enough time to scroll through your friends' newest status updates!

# Organization, Focus Are Keys to Job Search

by Cindy Atoji Keene - April 17, 2011 - Boston Globe

Petko Savov came to the United States from Bulgaria 11 years ago with high hopes, a green card, and \$1,000 in his pocket. He was college-educated and had several years of work experience in marketing, but his first few months were a blur as he struggled to reinvent himself.

"I only had a handful of contacts, and I wasn't sure how my previous employment history would resonate with companies here," said Savov, 38, who ended up staying with friends in New York, looking for any job he could find. He was grateful to be hired as a restaurant bus boy.

Skilled immigrants like Savov — those who hold at least a bachelor's degree — often arrive with substantial resumes, but far too often their education and training are overlooked or undervalued by employers. One in five college-educated immigrants in the US labor market is unemployed or stuck in a low-skill job such as taxi driver, security guard, or dish washer, according to the Migration Policy Institute, a Washington think tank.

After working in New York restaurants, Savov moved to Boston in 2006, hoping to broaden his opportunities. He became a manager at a restaurant chain but was laid off in 2009.

With the help of employment coaches Judy Bottkol and George Zeller of Jewish Vocational Service in Boston, Savov recently found the professional opportunity he had long sought. He was hired as a procurement administrator, handling the purchasing of goods and services from vendors for a Boston-area software company.

"I am so excited about this job that I could barely hold myself from jumping in the air on account that I might jinx it," said Savov, who lives in Dedham.

Bottkol and Zellers advised Savov to streamline and focus his resume, and organize his job search. Instead of relying on online postings, Savov called a friend who hand-delivered his resume to the human resources department of the company that hired him.

The employment coaches also gave these resume tips that Savov said helped him land the job:

## Lead with a bang.

The top third of the first page of a resume is "the most important real estate," said Bottkol. This is where hiring managers and others find their eyes are automatically drawn. Structure a resume to include a three- or four-sentence profile that provides a highlighted summary of important experience and relevant skills.

## Be clear about work authorization.

Savov is now a US citizen, but this was not clear on his resume. "When in doubt, make sure you specify your work status," said Zeller. "Employers might automatically disqualify you if they have any questions about anything regarding eligibility, work history, or qualifications."

If English is a second language, stress fluency level. Savov is fluent in English, but he only highlighted his language skills in Russian and Bulgarian.

## Avoid the shotgun strategy.

Savov applied for jobs in administration, financing, accounting, and banking, as well as restaurant management. "You need to focus on specific job areas, instead of scattering your efforts," said Zeller. Edit a resume to showcase strengths and goals, rather than making it broad and universal to fit any number of positions.

Savov starts his new job soon. "When I stopped shooting in the dark, just responding to job postings, and spent more time talking to people that I knew, that's when I started to get results," he said.

## PETKO SAVOV

**Goal:** Transition out of restaurant management into an entry-level corporate or administrative position that provides a stepping stone to using college degree in finance.

**Problems:** Foreign credentials and work experience are undervalued in the United States, and his job posting inquiries yielded few interviews.

### Recommendations from career advisers Judy Bottkol and George Zeller:

1. The top third of a resume is important "real estate." Use this space for a capsule profile summarizing experience and skills.
2. Clearly list immigrant status and employment eligibility on resume and other documentation.
3. If English is a second language, stress fluency level as well as skills in other languages.
4. Focus job search on specific industries instead of scattering efforts across a broad range of positions.

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

Tap into 600+ million friends  
for your job search

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



## Five Tips to Stay Focused on Your Job Search

*by Doug Hardy, Special to Monster.com  
Excerpted from Six Fundamentals to Building a Lifelong Career*

Monster's *Six Fundamentals to Building a Lifelong Career* e-book teaches the daily habits that all workers need to take command of their careers. In this excerpt, author Doug Hardy discusses one of those habits — staying productive when you're looking for a job.

Each time you interrupt a focused work task, it takes many minutes to get back to the level of concentration and effectiveness you had before the interruption. You might consider yourself an excellent multitasker, but recent studies show that people misjudge how well they perform when dividing their attention among many tasks (and the people who believe they are most effective at multitasking are least productive, when tasks are measured impartially).

A job search demands a lot of different tasks, so how in the hyperlinked world are you going to keep focused? Again, the answer is good time management. For most of us, that means blocking out a space and time when you won't be interrupted. It also helps to follow some basic habits that keep you from distracting yourself. Here are five:

### 1. Get Off the Grid for at Least an Hour a Day

That means closing your Web browser (or temporarily disabling it on the computer), not answering the phone (again, unplug it or power down your cell), and turn off distractions like TV or radio. While all the instant communication tools today are incredibly helpful in a job search, they can interrupt the thoughtful work you need to do. Give yourself some time to focus.

### 2. Check Email No More Than Three Times a Day

While all the instant communication tools today are incredibly

helpful in a job search, they can interrupt the thoughtful work you need to do. Give yourself some time to focus. Email has a subtle built-in urgency because it arrives minute by minute. Most job and career emails require thoughtful consideration, and I have never known an employer who said, "I'll only look at replies that arrive in the next three hours."

### 3. Start a Small Activity-Switching Ritual

Stretch, take five slow breaths, snap a rubber band on your wrist, say aloud what activity you are finishing and what activity you are starting. This is purely an awareness-raising exercise, and it makes switching a conscious choice, not an unconscious reaction.

### 4. Track Your Activities

Keep a notepad handy and note the time and activity every time you switch. Share the list with your partner -- another consciousness-raising exercise.

### 5. Divide the Day into Uninterrupted Time and Free-for-All Time

If you think of a must-do activity during uninterrupted time, write it down and return to the note during free-for-all time.

These disciplines take effort but the result is gaining those hours of focused time. As with many jobs, the few hours of truly focused effort is where most of the work gets done.

# How to Stay Motivated and Focused During a Tough Job Search

*from the Job Hunting Archive of Military.com's Veterans Career Center*

The job market ebbs and flows, and it's easy to get discouraged when the market has little to offer. However, it's important for you to stay focused and motivated during this difficult time. Here are tips to help you through this professional lull, according to Stacey Lane's - a career and life coach - published report:

**Challenge Yourself.** Try to change the way you approach your job search. You might find improved results and get a confidence boost as well.

**The number of interviews does not equal success.** Don't measure your success by the number of interviews you get. Measure it by how you're extending your network.

**Get Connected.** Find a job search group that works for you (keep shopping until you find one). Or, you can start one. Do something informal. Enlist a friend as your NP (negativity police) - who will let you know when you're negative. Negativity begets negativity - and people are like dogs - they can smell it from a mile away.

**Hang out with employed friends.** Spend time networking with friends that are employed. Maybe they have the inside track on open positions at their company.

**Take a break from the news.** It's great to be knowledgeable of current events, but you don't need to hear about job market fluctuation constantly. It's good to substitute hard news for light-hearted, human-interest pieces from time-to-time.

**Have some fun.** Allow yourself time to laugh, exercise and relax. Don't neglect hobbies or your interests when you're looking for a job.

**Get inspired!** Find something that inspires you and tap into it. Read biographies, daily motivational e-mails or talk to friends who have been in a similar situation. It helps to have perspective and know that unemployment is temporary.

**Help others.** Remember that networking is a cycle, and if you want to be successful you have to give so that you might receive one day.

**Get support.** Enlist the help of others to ensure that you stay focused and motivated. In fact, have a friend or family member call you daily to make sure that you are diligent about your job search.

**Be generous.** Your time, your energy, your participation will help others with their job search. And, if you pass job leads along to other job seekers they will remember your kindness.

**Push or pull, you decide.** You can either search for jobs (push) or wait and let the jobs come to you (pull). In most cases, it's best to push. It's best to take a proactive approach to finding a job. It's rare that jobs fall into your lap.

It's easy to get frustrated when your job search isn't going your way. But remember, unemployment is temporary and your ideal job is right around the corner.



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 Hatola 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.