

welcome to the flow!

Hello and welcome to the first issue of flownotes, a newsletter by flowwork about social capital development. The aim of this newsletter is to keep you up-to-date with the world of social capital—so that you may maximize *your* potential as a social explorer and to develop lifelong mutually beneficial relationships with each contact in your network. We hope to help you garner knowledge about the network resources around you, develop tactics to gain access to these resources, and utilize those resources as social capital.

The flownotes newsletter will be published monthly, with the next edition available in April. To ensure that we capture the important issues from across the social capital arena, we encourage our readers to forward newsworthy articles or ideas for future editions. Feedback and article ideas can be forwarded to newsletter@flowwork.com at anytime and will be evaluated for placement in the next suitable edition. We hope that you find our articles interesting and informative with the links to further information useful.

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



Making connections:
one contact at a time

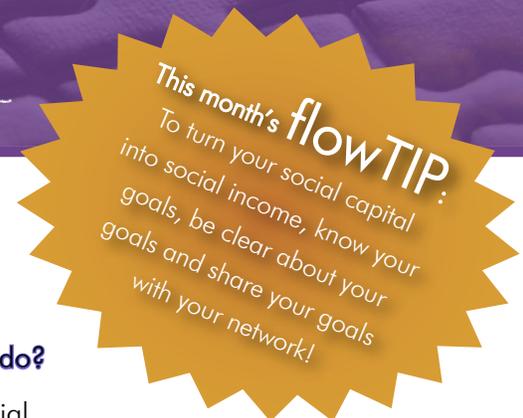
social exploration

The latest research findings indicate that the majority of people have a difficult time connecting with others, especially individuals that they are not familiar with. Simple verbal instructions through traditional networking activities have had limited impact on these individual's behavior, nor do these activities encourage an individual to explore the resources which exist within the network itself or even within themselves. In addition, other researchers have found that due to the rapidly increasing interconnectedness of modern society, this skill set is becoming critical to success. Although traditional ways of teaching networking have provided some support, the need for a more systematic approach is needed, particularly in the area of specific goal setting and linking these goals to specific network resources.



So what are we to do?

One answer is Social Exploration, the next generation, researched based, internationally proven system which takes the nebulous concept of networking and systematizes it into a teachable, accountable, and repeatable process. The Social Exploration concept is a multi-phase system that has successfully been applied in both the for-profit and the non-profit sector. It has been used to capitalize on the potential that exists within an individual's social network to improve on-the-job performance. In other words, teach individuals to tap into the resources which exist within their network to help accomplish the goals they set; regardless of whether they are personal or career related.



nuts and bolts

Social Exploration is a three phase process:

(1) SELF—Networking Skill Assessment

This assessment serves as the foundation to develop an action plan for networking skill improvement. It is based on extensive research which has identified seven crucial skills for successful networking. Another outcome of this assessment is the determination of the type of social explorer an individual currently is. This is viewed as a current snapshot of networking behavior rather than a reflection on the networking ability. During this phase of self-examination the new social explorer is taken on a very systematic exploration of his/her goals. These discovered and articulated goals are a key component of the next phase of social exploration.

(2) Network Auditing/Mapping

Using similar examination techniques the social explorer is now lead on a journey which involves mapping out their social networks, but in the very specific context of the goals identified in the previous phase. That is, the identified goals are now compared and assigned to specific individuals who can assist in the achievement of these goals. The social explorer then begins to map out others who are in his/her network but are not assigned to goals. Research indicates the normal cause of this non-assignment to a particular goal is a lack of knowledge about the individual. An action plan (connection strategy) is then developed to get to know more about this person and vice versa. Finally the Social Explorer examines the remainder of the goals that were developed in the previous step but have not been assigned to a particular individual. The normal problem in these cases is a lack of clarity about the goal so a careful examination of the goal is conducted. Once clarity is assured then the social network of the individual is examined and possibly expanded to meet the need of this goal.

(3) Networking

In the Social Explorer's model, a plan is developed for each goal with a connection strategy using a systematic approach through the "Flowork Manager" to ensure nothing is missed. Each step of what is an intuitive process is well defined and perhaps most importantly is transparent. Individuals using this system are accountable to themselves, a small group they might be assigned to, or their teacher for the results or lack of results they have in moving an opportunity towards goal attainment. This tool is viewed as the training wheels that will help a student transform themselves into a fully functioning Social Explorer—one who can capitalize on their potential network resources and give back in a meaningful way to those in their network.

So what does this mean? First it means that soft-skill networking behavior modification training has been specifically developed for individuals, but even more importantly, the skills developed in this training do not stop at any one specific activity, rather this skill-set is something that can and will have a positive impact on every aspect of a persons life. Because as the research proves and our life experiences bear out, we cannot escape our networks, so the question is not are we in social networks, but rather how well do we all perform in those networks.



[People] of all ages, all stations in life, and all types of disposition are forever forming associations. There are not only commercial and industrial associations in which all take part, but others of a thousand different types: religious, moral, serious, futile, very general and very limited, immensely large and very minute.... Nothing, in my view, deserves more attention than the intellectual and moral associations...
- Alexis de Tocqueville, *Democracy in America*

flowing point

Social Capital is defined as the relationships that an individual possesses. Within that social capital, lies resources that may potentially support certain accomplishments. However, in order for this to occur, the individual must be aware that the resource exists and then possess the ability to access it. Flowork was created to address this multifaceted process and bring it from an unconscious activity to a conscious one.

Flowork provides a systematic process for increasing the utilization of social capital for individuals, organizations and communities. Increased access to social resources allows individuals the ability to accomplish their goals or objectives with the assistance of others. The Flowork model works on the premise that social networking is about creating long lasting, mutually beneficial relationships. Additionally, if network contacts can be linked to goals, and those contacts can assist, the greater the likelihood for goal attainment.

The Flowork approach involves three elements to its process. They are; (1) Competency Assessment, and (2) Network Audit and (3) Monitoring networking activity.

Flowork utilizes a process that allows an individual to monitor their network activity and level of social capital. Most networking practices focus on the end result, the contact. Flowork not only focuses on the contacts of an individual's network, but the process in which they are able to generate a win-win relationship. Flowork allows individuals to identify network opportunities and move them towards a solution. Not only will individuals be able to organize their network, they will be provided the skills to make the connections that lead them to a desired result again and again.

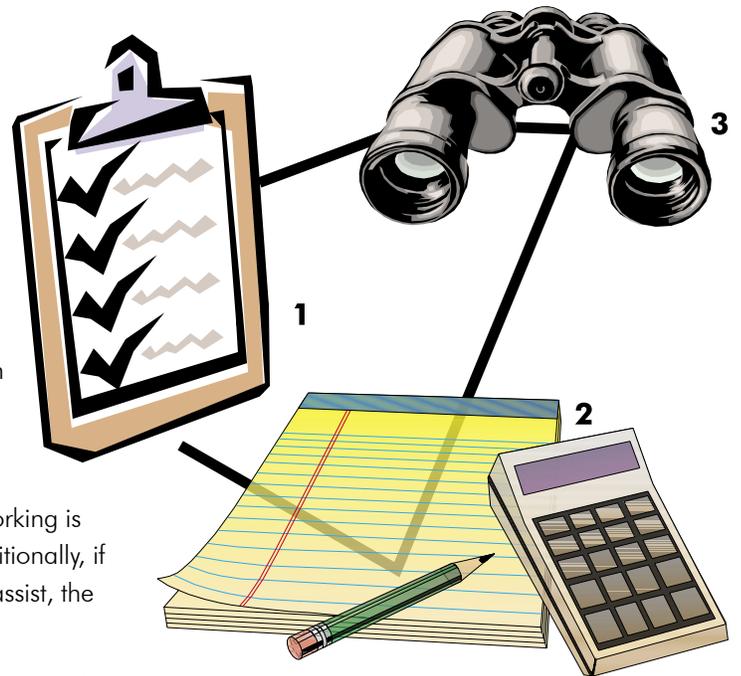
the flowork formula: $SC(KAU) = SI$

In the formula, SC stands for Social Capital, where SC exists as a natural occurrence in society (relationships are developed despite our intentions to create them) and rest in a dormant state.

It is not until SC is linked to a goal or objective that it is activated and generates social income (SI). However, in order to generate SI, an individual must become Knowledgeable (K) about themselves and their network, gain Access (A) to the opportunities which exist within the network and actually Utilize (U) the relationship to accomplish a goal.

Applications include:

- College and University Career Services Programs
- High Schools
- Collaboration
- Leadership Development
- Small Business Training
- Mentorship Program
- Welfare Recipients
- Job Search Training
- Workforce Development
- Organizational Departments



(1) **Assessing** network accessibility competencies is undertaken to determine networking ability. Any gaps identified are addressed with an appropriate intervention.

(2) Conducting a social network **audit** uncovers the level of information being utilized from contacts.

(3) **Monitoring** network activity ensures that opportunities are being identified and followed through with. The Flowork process will enable individuals and organizations to reach optimal networking capacity.

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.

social capital

linking the chain

Connections with others are made on a daily basis, and the level of connectedness varies from situation to situation.

For example, suppose you are shopping one day, you walk to the front desk and exchange a friendly greeting and goodbye with a cashier at a local store. You leave with your purchase and move on with your day. Realistically speaking, this connection had little significance in your life.

Imagine, however, you were considering entrepreneurship and needed information about financing. You go shopping, select a product, bring it to the cashier. You chat for a moment with her and the subject turns to business. She turns out to be the owner of the store and shares with you how she was able to get the financing she required to start her business. A connection is made, but instead of a casual interaction, you gather information that could potentially help you. This was a conscious attempt to gain new knowledge by adding a new person to your network; this contact could provide information that will help you come to a solution.

The two scenarios represent connections that are made everyday by all of us. The first was simply a casual connection and a display of pleasantry that occurs throughout our lives. The second interaction provided a specific piece of information that could potentially assist someone in reaching a solution.

Depending on your circumstances and what you are trying to accomplish in your life, gathering information may occur at any time. Whether you are

starting a new hobby or you are the CEO of a Fortune 500 company, the need to gather information is critical to success.

The point is simple. The more information a person can gather, the better the position they are in to make decisions that may positively affect their desired outcome.

reach your FlowingPoint

When an individual has reached their FlowingPoint, they have maximized the number of contacts that can provide information leading to a solution. Getting in the flow of information is critical for every aspect of life.

How many times have you been told, "You should contact so-and-so, they'd be able to help you out," and then you do not follow through? A piece of information is provided and you are unable to capitalize on it--not because you don't want to, but in most cases because you don't know how!

Flowwork offers customized social capital development programs that help individuals, organizations and communities reach their FlowingPoint. For more information, visit us at www.flowwork.com.



flownotes is a monthly newsletter distributed by PDF and available in HTML on www.flowwork.com.

To contact flowwork, call 1-877-FLOWWORK or visit www.flowwork.com and click on "contact us." Create your own social network map today by visiting the Web site. It's free! It's easy!

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