

*"Stress is the trash of modern life - we all generate it but if you don't dispose of it properly, it will pile up and overtake your life." ~Terri Guillemets*

## Strategic and Stress-Free!

Think of your most stressful moments — your first car accident, the purchase of your first home, a wedding, the birth of your children, a divorce. Did you encounter the stress and immediately devise a strategic path through it? Probably not. Stress and strategy don't often immediately fit together. We often react without thinking, then later regret our decision. Wouldn't it be much more helpful if the response was automatic and rational, like standing with your hand on a hot burner of a hot stove and your brain's automatic message, "Get your hand off quick, you idiot!"

Stress is just another part of life. If it's not handled rationally and responsibly during the job search process, it can be absolutely detrimental to the success of finding a job. We've focused this month's newsletter on handling the stress of the search with a strategy — by establishing both an "A" and "B" plan. I hope you find it both helpful and inspiring if you, too, are faced with this kind of stress...or if you are helping someone wade through their own.

Do you have any stories to share or any ideas for future articles? Please submit them for consideration to [newsletters@flowork.com](mailto:newsletters@flowork.com)!



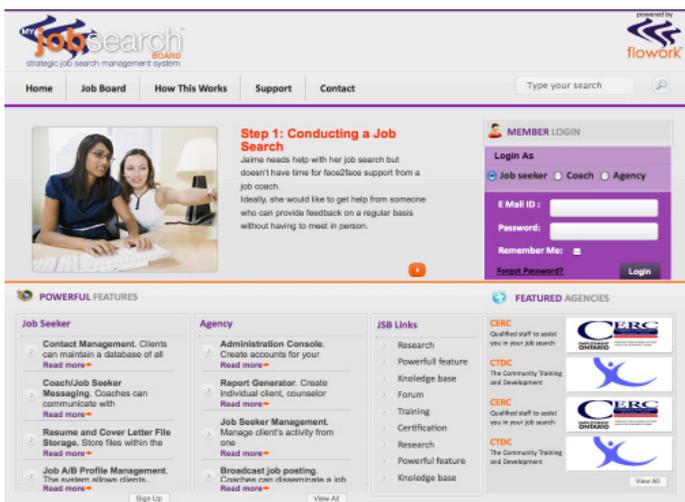
John-Paul Hatala, Ph.D Flowork Founder

This month's FlowTIP:  
**Keep it real.**  
See page 2 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. If you would like more information on this online tool, please contact [myjobsearchboard@flowork.com](mailto:myjobsearchboard@flowork.com).



### Job Development Framework

Dr. Hatala has developed a job development framework that works well with employers and clients. The approach is competency-based and works towards developing a matching system between job and organizational fit. If you're interested in finding out more about how you can implement this process, please contact flowork 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 Réseautage Efficace*. Visit [www.flowork.com](http://www.flowork.com) today to order your copy.

# What's Your "Plan B?"

## *Don't have one? Better think again!*

Imagine that a customer service team leader is laid off after ten years at the local utility services' call center. It takes him a few days to recover from the shock and decide what to do next. Finally, he sits down with his wife at the kitchen table to look over the classified section. Delighted with all the possibilities, he draws a red circle around several postings. He's always dreamed of a career in hotel management. He has a degree in business and spent five of his ten years overseeing a team of call center representatives, so he feels he would be a perfect fit.

Months and countless resumes later, he has still not landed a job. He is competing with individuals who have decades of experience in hotel management — and the experience has left him feeling disappointed and dejected. His letters of rejection grow while his morale and self-esteem drop. He sees the job search as a continuous cycle of hope and disappointment.

This is a very common scenario for millions of job seekers. Why? Because many of them are focused only on getting their dream job or "Job A." This is problematic on a couple of fronts. One, the likelihood of getting "Job A" may not be realistic in light of the present economy. Two, many opportunities may be missed when the focus is only on these types of jobs.

A "Job B" should not be viewed as a means of "survival" but rather as an "opportunity." It is a way for an individual to develop career competencies so that when an "A" opportunity presents itself, they are competitive and more marketable for the position.

So how do you know what a good "Job B" is? The key is to develop criteria for why a job seeker would take it. Reasons include skill acquisition, experience, contacts or links to "Job A," to name a few. The individual in our fictional scenario above, for example, could better focus his desire to be in hotel management by seeking a position as a front desk clerk or concierge. He may take a cut in pay and feel as if he's again working from the ground up, the contacts and experience he might gain in the

position are invaluable when the time comes for him to apply for a promotion.

If a "Job B" is available — one that meets the established criteria — a rationale can be made for why it would be strategic to take the position. At the end of the day, in a resume or interview, you need to be able to explain your employment choices to a potential employer. By establishing strategic criteria for why you will accept a job, you're better preparing for a future "Job A" opportunity.

Keeping an open mind about the "B" possibilities is not abandoning the search for "A." It is, instead, thinking more strategically about how you'll get there. It is imperative to conduct a parallel job search — right from the beginning — that includes both "A" and "B" versus only "A" opportunities. Knowing that the present economic climate may not make landing an "A" job right away a reality, you don't want to delay finding any other opportunities. Additionally, when you're open to different types of opportunities there is a great chance of something coming across your radar.

The reality is that the job search is date driven. If you put off applying for an opportunity today, the consequences will be revealed sometime in the future (depending on the hiring cycle for that particular industry). Starting a job search with jobs "A" and "B" in mind may decrease the time it takes to find a job. After all, you will have more opportunities to actually apply for jobs. Take time to create your "Plan B" today — you'll be happy you did!



## This Month's flowTIP:

**Keep it real.** When you're networking it's all about keeping it real. Be true to yourself and go into the process of connecting with others, focusing not only getting something for yourself but on the willingness to give back as well. The reality is that we typically have to give to receive something in return. It is just as important to know what you want as what you are willing and able to give. Who are your contacts? What do you know? Which experiences would be valuable to others? Answer all of these questions before you begin networking because their answers will help you focus on what you can bring to the network instead of what you're just looking to take. While this may seem like a small issue, it represents the difference between getting help and receiving none whatsoever. If you're not prepared to keep it real and give back, long-term networking success is not likely to occur.

# What's Stress Got To Do With It?

## *Conducting a STRESS-FREE job search!*

Stress is a funny thing. Sometimes it takes time to build up and other times it happens right away. You could be expecting it or it can creep up on you out of nowhere. The worst part about stress is that, if it's not dealt with, it can build and build until it eventually causes an individual to break down and explode.

We've all experienced some level of stress at one point or another — and its main offense lies in how it affects our cognitive state. It sometimes makes us do things that are not necessarily rationale. Consider an individual driving down the interstate, thirty minutes late for work. They likely don't share the same angry words and hand gestures with fellow drivers when their commute is easy and on time, right?

The loss of a job can be one of the most stressful moments in our lives. The implications are endless: there's a loss of confidence, a major swallowing of pride, a significant decrease in money. How we deal with that stress is *critical* to our success.

The job search — in and of itself — is a majorly stressful process. The longer it goes on, the more stressful it can become. However, shortening that process means it's likely we'll also shorten the amount of stress we experience. Let's say you wake up and go to work and find out you've been laid off — it's a very stressful experience. If you then returned home to find a message that there was a guaranteed job opportunity available for you, the stress would immediately lessen.

The point here is that one way to control stress in the job search process is to experience results early on. Okay, so this is not always possible — but there *are* ways to decrease the time it takes to get a job. The key is to be realistic about your job search chances and to have a solid plan on what type of employment you hope to obtain. Clearly delineating a "Job A" and "B" is critical — if you haven't already, read more about these two job types in the article on page 2.

The other key ingredient to reducing stress in the job search process is getting busy doing the *right things*. This can include dealing with any challenges facing the job search process, accessing the hidden job market, having an up-to-date resumé, being clear on what you hope to accomplish and sharing it with as many people as possible.

If you're in a position to help someone find a job, making sure that they're consistent in their job search is critical. If they stick to one approach for a designated period of time, it will be much easier to troubleshoot what's working and what's not then trying a number of different methods.

This can be one of the most difficult tasks for a career practitioner. Getting a job seeker to go against what they think is the right way to conduct a job search may be quite challenging. But if you hope to help them pinpoint specific issues, following a methodology may be the only way to provide reliable feedback.

Is conducting a job search stressful? Absolutely! It's probably one of the most stressful activities that we go through in our lives. Most of us are up against an economic timeline: if we don't work, we don't have money, plain and simple. Stress can build quickly.

Planning ahead and taking the right approach may lessen the time it takes to find a job — thus reducing stress. If you're in the midst of a job search — or if you're helping someone find a job — keep in mind that stress *needs to be managed*. If you fail to do so, success may be further away than what you want it to be.



# Social Networking Ever More Critical to Job Search Success

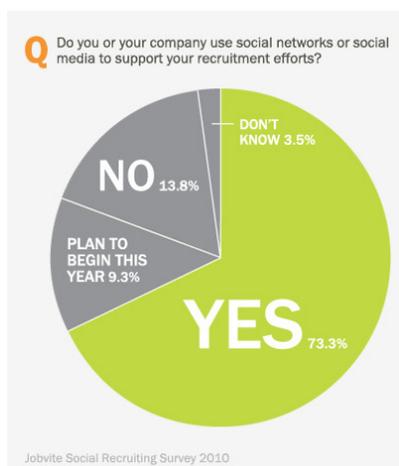
*Published by Bloomberg Businessweek · By Meredith Levinson · June 30, 2010*

Jobvite, a maker of recruiting software, released the results of its third-annual social recruiting survey this morning, and the findings underscore the many reasons job seekers need to incorporate online social networking into their job searches.

Jobvite asked 825 HR and recruiting professionals about the extent to which they use social networking websites in their recruiting process to find and vet candidates for jobs. Their answers indicate that they view social networks as a viable channel for sourcing high-quality candidates and that they plan to increase their use of social networking websites in their recruiting efforts this year. (Only about 3 percent of survey respondents were Jobvite customers.)

At some companies, in fact, social recruiting is beginning to eclipse traditional channels for sourcing candidates, such as job boards and third-party recruiters and search firms.

If you're looking for a job and not active on LinkedIn, Facebook or Twitter (the three social networking websites most popular with employers, according to the survey), here are four reasons to join these sites and actively manage your profiles.



## 1. You'll have access to job opportunities at progressive, growing companies.

Companies that are hiring the most people in the shortest periods of time "are the ones who are more aggressively pursuing social recruiting," says Dan Finnigan, Jobvite's CEO. "Companies with the most growth opportunities are trying to get better, higher-quality candidates through social recruiting."

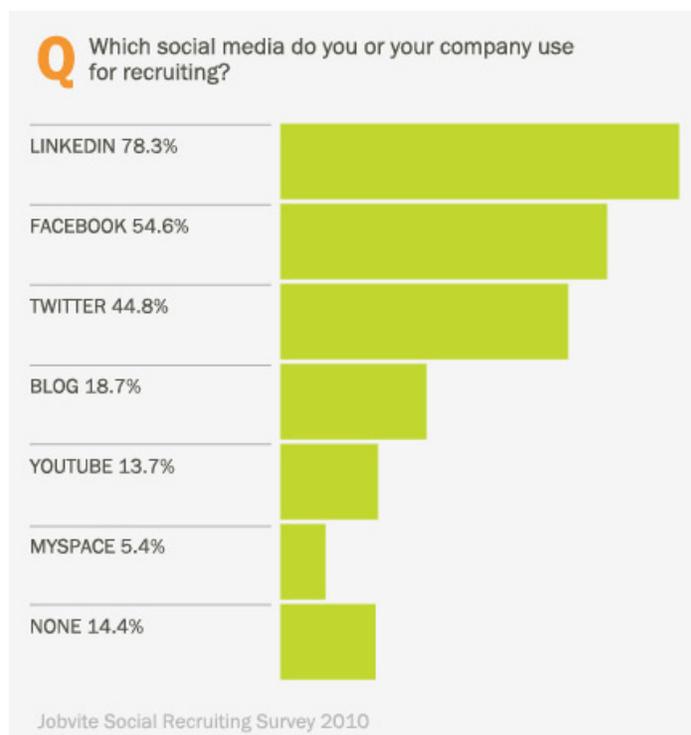
## 2. You'll have access to job opportunities first.

The Jobvite survey results show that employers prefer using social networking sites for recruiting because they make advertising jobs and sourcing candidates cheap and easy. Tweeting a position they need to fill, for example, doesn't cost a dime. For that reason, online social networks are among the first places employers advertise jobs.

## 3. Employers are increasingly using LinkedIn, Facebook and Twitter to find and vet prospective employees.

According to Jobvite's social recruiting survey:

- 73 percent of respondents currently use online social networks or social media sites to support their recruiting efforts.
- 92 percent of respondents hiring in 2010 currently use or plan to recruit via social networks.
- 78 percent of respondents use LinkedIn for recruiting; 55 percent use Facebook (up 15 percent since over 2009); and 45 percent use Twitter (up 32 percent over 2009).
- One-third of respondents always check out candidates' social media profiles when vetting them.
- 58 percent of respondents have successfully hired candidates through social networking websites.



## 4. You may not find as many job ads on job boards or job opportunities through recruiters.

Some employers are shifting their recruiting activity away from traditional channels, such as job boards and third-party recruiters and search firms, as they deepen their engagement with social recruiting. Jobvite found that 36 percent of survey respondents say they plan to spend less money on job boards as the economy recovers. Slightly more (38 percent) will spend less on third-party recruiters and search firms as the recovery continues.

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.