

*"Teamwork is the ability to work together toward a common vision. The ability to direct individual accomplishments toward organizational objectives. It is the fuel that allows common people to attain uncommon results." ~Andrew Carnegie*

## Working Well With Others

We learn the value of cooperation as young children: if Bobby is using the green crayon you need for the grass in your drawing, the simplest way to get it is to compliment his picture and offer him the blue crayon. As elementary as this concept may be, it can be one of the first things an individual forgets when they're out looking for a job. In the hopes of reminding you how best to work well with others, and how to benefit from that interaction, we've devoted this month's issue to examining your network with an eye on cooperation.

With that in mind, we invite you to read, on page 3, about a past client's experience with beneficial networking, then to take the 50 Contact Challenge, which you can read about in the Flowtip box on the bottom of page 2.

Remember, keep sending those ideas and suggestions to [newsletter@flowwork.com](mailto:newsletter@flowwork.com).



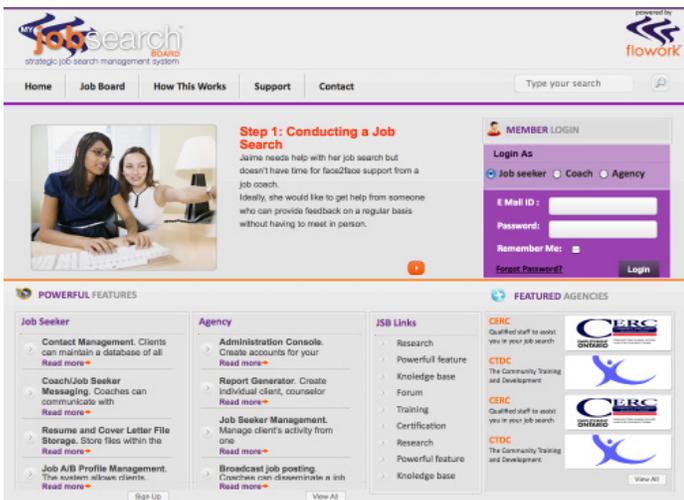
John-Paul Hatala, Ph.D. Flowwork Founder

This month's FlowTIP:  
Take the Flowwork  
50 Contact Challenge!  
See page 2 for more information.

## What's New?

### Online Case Management System Is Here!

Flowwork 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@flowwork.com](mailto:myjobsearchboard@flowwork.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 flowwork at [info@flowwork.com](mailto:info@flowwork.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.flowwork.com](http://www.flowwork.com) today to order your copy.

# Reaping the Benefits of Social Media

Does access to social resources — in other words, social media — benefit everyone?

The unfortunate answer to that question is *no*...and the reason is simple. The fact that we have access to social resources doesn't necessarily mean that we will be able to leverage them.

The average Facebook user, for example, has 130 friends, is connected to 80 community pages, groups and events, and creates 90 unique pieces of content per month (according to the statistics page on the Facebook site). Membership more than doubled in the last year — from 200 million users in April 2009 to 400 million in February 2010. Current member count has it in the 500 million range.

If these individuals knew how to utilize social media to their benefit, unemployment rates would be decreasing due to the wealth of connections and relationships, right?

Access is about being linked to a group of individuals who possess social resources, and social media is a perfect example. Any user of Twitter, Facebook or LinkedIn has access to a vast number of social resources — but unfortunately, that does not mean the user will be able to leverage the social resources that exist within them.

Telling someone to connect with so-and-so — essentially giving them access — does not mean that they will be able to get help. The help simply may not be available. Or perhaps the individual may be unable to convert an opportunity into a solution for accomplishing their goal. Access to the connections is not the key to the padlock releasing their potential.

For the first time in history, and thanks (at least in part) to the advances of technology, we have access to social resources that

we never had before. Our reach is global and — as long as you're not counting the monthly internet bill — for the most part, free. This increased access to resources does not guarantee the ability to tap into the vast potential.

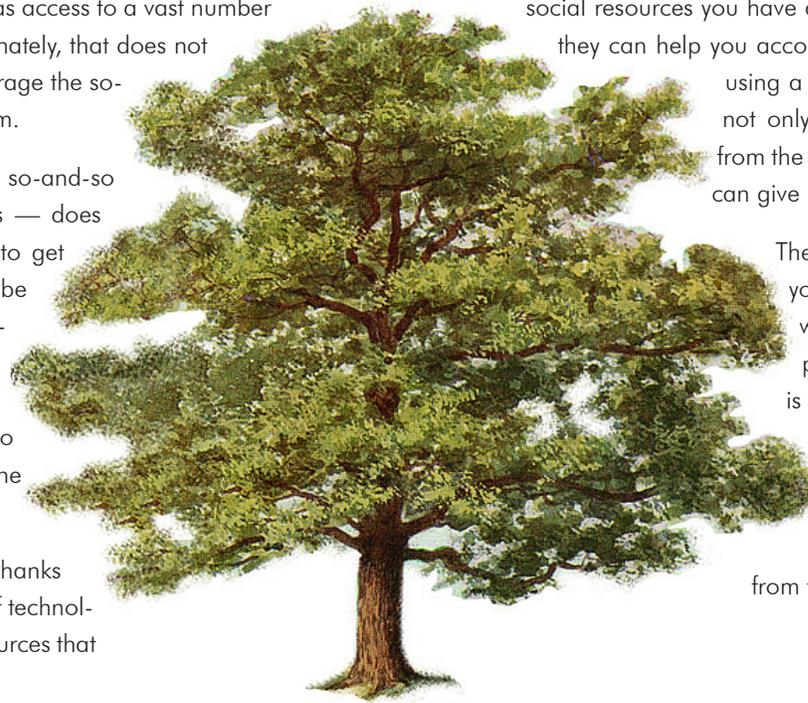
There is good news, though! We can become more effective at leveraging the resources we have access to. The first step is being aware that there is potential in our networks — and that the best way to leverage them is to be clear on what we want to accomplish. This gives us the opportunity to start seeing the "trees" instead of just the "forest."

The second step is to understand what we have to offer the network in return. You've narrowed your view down to a few individual trees, now how do you get to that juicy piece of fruit on the top and what nourishment can you give its growth?

The third and final step, of course, is to just do it.

Step back, examine what you hope to accomplish, think about the social resources you have access to and consider how they can help you accomplish your goals. If you're using a social media website, think not only about what you can take from the network but about what you can give back as well.

The key is to be clear on what you hope to accomplish and what kind of help you expect from your network. This is the starting point for successfully "utilizing" your social resources and, for most people, the only way you'll receive any benefits from them.



## This Month's flowTIP:

**Take the Flowork 50 Contact Challenge!** Over the next 30 days, try to connect with 50 people and share one of your goals with them. Keep a record of each individual's response to your request (for example, "helped me" or "referred me to someone else"). Share the same goal with all of the individuals to get an idea of how many people it will take to actually get help. Most likely, you won't even reach 50 people. Remember to keep your request low-risk so you can reasonably expect some help. For example, looking for a contact name at an organization is low-risk while asking for a job is a high-risk request. The level of risk is based on two factors: first, the complexity of the request, and second, the strength of the relationship. The stronger the relationship, the riskier the request can be. The weaker the relationship, the lower the risk request should be.

# Connecting to People DOES Work

*Check it out for yourself!*

Flowork has worked with thousand of individuals over the years, and it's always rewarding to hear updates about their progress. We recently got an email from a second-degree contact letting us know what she had been up to in her effort to find a job.

She really understands that the job market is hidden and found a very innovative way to tap in. As a result of her efforts, she secured a 4-month contract in her line of work. She shared a journal of her experience. Here's how it unfolded for her:

## *What?*

Find and network with one hundred interesting people in one hundred Days in an effort to connect to the community and find a job. (I did it in nintey days!)

## *Who?*

People that I either don't know or don't see very often in order to enrich my life and hopefully theirs.

## *Requirements?*

They must know that I am looking for a job and know how to contact me if they can help.

## *How?*

I reached out to friends, friends of friends, parents, family members, parties, industry events, pop in visits, Twitter, LinkedIn and Facebook.

This has been my focus for the past three months. It's been a great distraction and motivation. I got out of the house when I didn't feel like it. I didn't fixate on what I lost by leaving Texas, but rather, I focused on the present and what was ahead.

Now that this goal has been met and I no longer have the distraction, I have more downtime and reflection. I am only human and sometimes feel disheartened by thoughts of the past and of love lost. Therefore, I want to keep trucking and stay positive. So what are my new distractions?



Taking a look back at my original goals of this blog, they are:

## *Objectives*

**NETWORK:** I plan to sit down with 100 people within the first three months. I'll start with 50 people and ask those 50 people to refer 50 more.

*Progress: DONE! - I will continue to network and find ways to help the people that I met.*

**SOCIALIZE:** I want to keep busy with festivals, restaurants, pubs and galleries on the cheap.

*Progress: DONE! - I've been caroling, fine dining, book fests, poy-boy fests, music fests, art gallery openings, happy hours, you name it! Will try to keep this up!*

**PLANT MY ROOTS:** I want to buy a house, love a dog and feel at home.

*Progress: FOCUSED! I am going to continue to sock money away and find a permanent job to make this happen.*

**STAY CREATIVE:** I want to stay productive in art with at least one piece per week and continue to cook.

*Progress: OFF TO A GREAT START! Well, I don't know about one piece per week, but I have found two new mediums - jewelry and costume making! My cooking has slowed down, but I have been making dishes for various parties and potlucks so I'd say I am doing well with this one.*

**BAND:** I want to act or volunteer for a theatrical production.

*Progress: ON MY WAY! Met a few folks that are involved in theatrical productions and look forward to working with them on this goal.*

**EARN A REWARDING LIVING:** I want to put my passion and creativity to work for a great company or on my own.

*Progress: OFF TO A GREAT START! I didn't settle for any old job. This contract position is going to be an exciting venture in reaching this goal.*

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## New Objectives

**SHOW MY BODY RESPECT:** I want to get back into working out and practicing yoga a few times per week.

**VOLUNTEER IN THE COMMUNITY:** I want to volunteer regularly for a nonprofit art museum or habitat for humanity.

So you can see, by connecting to as many people as possible or consciously networking, positive things can happen. It's not about waiting for opportunities, it's all about being proactive and going out and tapping into the hidden job market. Give it a try and check out this month's Flowork Tip.



## The People Experience

- |                                                                      |                                                                        |                                                                 |
|----------------------------------------------------------------------|------------------------------------------------------------------------|-----------------------------------------------------------------|
| 1 Architectural Product Sales Rep (LinkedIn)                         | 37 Architectural Product Rep (design function)                         | 71 Contract Carpet Manufacturers Representative (IIDA event)    |
| 2 Architectural Product Sales Rep (IIDA)                             | 38 Interior Design Firm Owner (design function)                        | 72 Representative at Contract Furniture Dealership (IIDA event) |
| 3 Interior Designer (college)                                        | 39 Museum Volunteer (friend of parent)                                 | 73 Interior Design Firm Owner (IIDA event)                      |
| 4 Website Managing Director who recently moved to the area (Twitter) | 40 Retired Store Owner (friend of parent)                              | 74 CPA (housewarming party)                                     |
| 5 Retired Social Worker (parent)                                     | 41 Designer (design function)                                          | 75 Housing Specialist (housewarming party)                      |
| 6 Retired French Translator (parent)                                 | 42 Non-profit administrator (Twitter)                                  | 76 Customer Service Manager (housewarming party)                |
| 7 Neuroscientist (friend of friend)                                  | 43 Marketing Manager for Development Company (IIDA event)              | 77 Advertising Intern (housewarming party)                      |
| 8 Director of Interior Design at LSU (college)                       | 44 Interior Designer (IIDA event)                                      | 78 CPA (dinner party)                                           |
| 9 Professor of Interior Design at LSU (college)                      | 45 Interior Designer at University (friend of friend)                  | 79 Landscape Architect (college)                                |
| 10 Landscape Architect (college)                                     | 46 University Architect (friend of parent)                             | 80 Medical Intern (college)                                     |
| 11 Zoo Associate/Vet Student (high school)                           | 47 Retired Bank Administrator (friend of parent)                       | 81 Medical Student (college)                                    |
| 12 Medical Doctor (friend of friend)                                 | 48 Doctor (friend)                                                     | 82 Waitress (college)                                           |
| 13 Architectural Sales Rep (IIDA)                                    | 49 Doctor (friend)                                                     | 83 Elementary School Teacher (college)                          |
| 14 Stage Dancer/Massage Therapist (high school)                      | 50 Construction Attorney (friend of parent)                            | 84 Art Gallery Owner (college)                                  |
| 15 Stage Actress/Retail Associate (friend of friend)                 | 51 Architect (volunteer event)                                         | 85 School Board Employee and Dry Cleaner Expert (college)       |
| 16 Banker (friend of friend)                                         | 52 Engineer (friend)                                                   | 86 Jewelry Crafter (college)                                    |
| 17 Personal Chef and Assistant (Twitter)                             | 53 Movie Production Scenic Designer (bar)                              | 87 Stain glass and Jeweler Artist (college)                     |
| 18 Florist (friend of friend)                                        | 54 Movie Production Decorator (bar)                                    | 88 Stain glass/jewelry business owner (college)                 |
| 19 Fabric Restorer (friend of friend)                                | 55 Movie Production Casting Assistant (bar)                            | 89 Theatrical Producer/Director (college)                       |
| 20 Artist (friend of friend)                                         | 56 Speech Pathologist (friend)                                         | 90 Technology Product Developer (Twitter Meetup)                |
| 21 Construction Manager from friend of friend                        | 57 Speech Pathology Student and Antiques Sales Representative (friend) | 91 Social Media/ Marketing Coordinator (Twitter Meetup)         |
| 22 Construction Manager from friend of friend                        | 58 Education Administrator (friend)                                    | 92 Industrial Designer (Twitter Meetup)                         |
| 23 Interior Designer and Firm Owner (IIDA)                           | 59 Interior Designer (friend)                                          | 93 Technology Associate (Twitter Meetup)                        |
| 24 Dental Office Manager from neighbor                               | 60 Designer (volunteer event)                                          | 94 Real Estate Investor (Twitter Meetup)                        |
| 25 Interior Designer from IIDA/college                               | 61 President and CEO of Contract Furniture Company (submitting resume) | 95 Technology Product Developer (Twitter Meetup)                |
| 26 Interior Designer from IIDA/college                               | 62 Interior Designer (friend of #2)                                    | 96 Digital Diva/Social Media/PR Director (Twitter Meetup)       |
| 27 Photographer/Designer from college                                | 63 Interior Designer (college)                                         | 97 Product and Lifestyle Photographer (Twitter Meetup)          |
| 28 Architect (DFW networking group)                                  | 64 Stone Fabrication Shop Owner (family member)                        | 98 Process Engineer (high school)                               |
| 29 Home Product Shop Owner (former employer)                         | 65 International Civil Engineer (family member)                        | 99 Construction Company Administrator (parent's party)          |
| 30 Interior Designer (neighbor)                                      | 66 Jeweler and Bird Collector (family member)                          | 100 Housewife and Socialite (parent's party)                    |
| 31 New Orleans Socialite (neighbor)                                  | 67 Interior Design Department Director (networking)                    |                                                                 |
| 32 Commercial Realtor (neighbor)                                     | 68 Interior Designer at Contract Furniture Dealership (IIDA event)     |                                                                 |
| 33 Theater Administrator/Construction Estimator (friend of friend)   | 69 Contract Furniture Manufacturer Representative (IIDA event)         |                                                                 |
| 34 Museum Curator (friend of friend)                                 | 70 Senior Living Marketing Coordinator (IIDA event)                    |                                                                 |
| 35 Facilities Interior Designer and Great Networker (friend)         |                                                                        |                                                                 |
| 36 VP of Design Community (collaboration at design function)         |                                                                        |                                                                 |

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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