

It's All Elementary, Isn't It?

We've all seen those "All I Really Need to Know I Learned in Kindergarten" posters. *Share everything. Take a nap every afternoon. Wash your hands. Flush.*

Nowadays you might also see some that once would have been ridiculous: *Pay attention to what company your classmate's Mom runs. Play nice with Mary on the playground, her Grandma's the cafeteria lady and there's an extra cookie in it for you.* Or better yet: *Be sure to update your Twitter page every few hours.*

How times have changed!

You can never be too well prepared for the world of social networking, though, and the earlier an individual is taught how important "who you know" is compared to "what you know," the better able they are to meet their goals and gain their successes. I invite you to peruse the articles on pages 2 and 4 for a better view of just how important this knowledge is at the earliest levels.

I am also extremely excited to be introducing a new book to the Flowork repertoire. Soon we'll be offering "The Strategic Networker: A Learner's Guide to Effective Networking," and you'll definitely want to grab yourself a copy. Check out the synopsis on page 3 for more information.

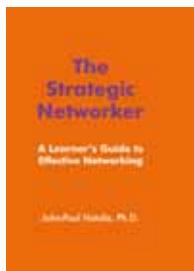
As I always say, if you have feedback or a story idea you'd particularly like to see in future issues, please feel free to send an email to newsletter@flowork.com.

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



This month's FlowTIP:
Not all contacts want to help us.
See page 3 for more information.

What's New?



The Strategic Networker: A Learner's Guide to Effective Networking

Dr. Hatala is proud to announce the impending release of his latest book, the Strategic Networker. A brief synopsis is featured on page 3 of this month's newsletter.

The Job Search Management Board Going Online

The purple job search management board will be going online. We're still looking for beta testers, so if you're interested, please contact us at betatesters@flowork.com.

Flowork Certification Training Coming to Toronto

Flowork is pleased to announce that Dr. Hatala will be delivering the Social Capital Development and Strategic Job Search Management certification program in November (the exact date will be determined). If you're interested, please email us at training@flowork.com and we'll add your name to the waiting list. Details will be provided shortly.



STUDY: Students' Ability to Network Successfully in Today's Classroom a Strong Predictor of Future Success

"What is happening with kids today...using a BlackBerry and looking at Facebook!"

Although the crusty criticisms of the aged toward subsequent generations may not be new, the demands imposed on today's students to succeed are, without a doubt, constantly increasing. How will today's children be able to survive as adults in a world of ever-burgeoning populations and increasing competition? Indeed, how will tomorrow's adults hope to distinguish themselves in an environment that increasingly replies: "I'm sorry. Who are you...?"

According to at least one study, it seems that an individual's ability to learn to successfully network in the classroom is at least a partial predictor of academic success. This holds many implications for tomorrow's graduates, as adults. Learning how to expand and develop not only "what you know", but also the circles of "who you know," has become a significant factor in measuring the (potential) future success of today's student youth.

What's more, the phenomenon of social networking on the Internet may, in fact, be a reasonable — even obvious — response to a society that is becoming increasingly complex. Business professionals these days certainly know it, often expanding and leveraging their own social networks across borders, via social networking websites such as Facebook, Twitter and LinkedIn. The networking skills required to do this are, implicitly, no less important for today's student youth. This is especially true given that the best post graduation opportunities are so highly sought after by an increasingly larger pool of competition.

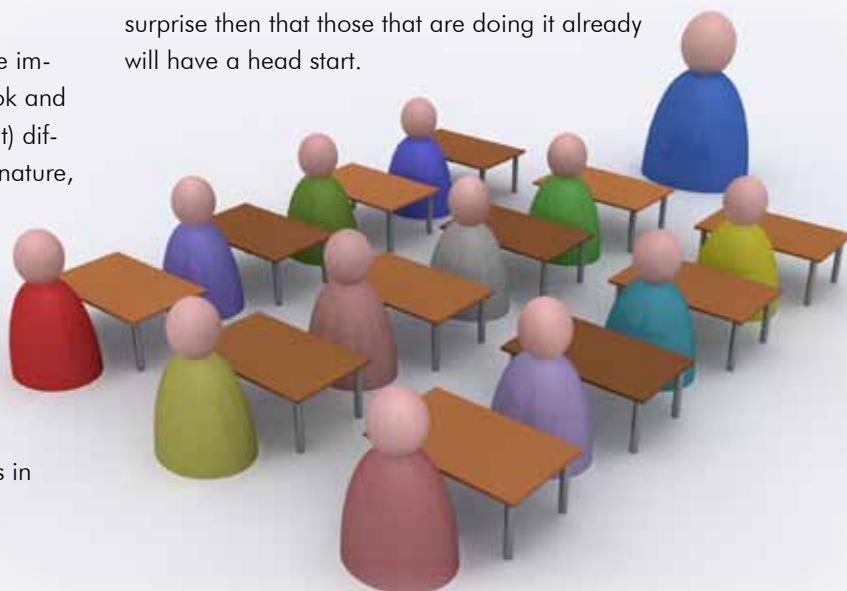
While elder generations shake their collective heads at the impersonal nature of social networking website like Facebook and Twitter, today's students may see it (or be required to see it) differently. With one's community becoming more global in nature, sourcing opportunities as adults in the future will require a different response from future graduates, especially if they try to only compete with "what they know" in a larger world that does not know "who they are."

Hence, it follows that those who are successful at both academics and networking at a younger age will be better positioned to manage (and thus market) themselves in the real world, after graduation.

According to the study's co-author, Dr. J.P. Hatala (President of Flowork International), things have changed in recent years, such that "academic ability alone does not guarantee [a student's] success...tapping into one's social resources must be done as well." In fact, he adds that the bigger the class size the more important the (social) network connections become, making this study's insight quite pertinent to today's ballooning population of qualified graduates. In a globalized world of increasing competition, students are under more pressure to start developing social networking skills early.

The parents of today's student youth are also feeling the pressure these days. Many a soccer mom is bombarded with busy weekend after weekend. Much more so than our generational predecessors, our children's schedules are replete with activities from academic clubs to team sports to high school drama practices. Parents often place their kids in so-called self-improvement activities, and they're certainly well-meaning since they are ultimately seeking to make their children more well-rounded. However, shuffling kids off to team sporting activities may also reflect an underlying concern of parents to enable their children to better contend in their social networks.

Mapping the success of tomorrow's graduates is no easy task, but at least statistically-speaking, there is a correlation between those students who are better at forging meaningful relationships in their school environment and those who do well academically. In a world of expanding population and social geography, the implication is that tomorrow's graduates will need to manage ever-expanding social circles of both breadth and depth, in order to succeed. It may be no surprise then that those that are doing it already will have a head start.



The Strategic Networker

A Learner's Guide to Effective Networking

So, you've been reading the monthly newsletters, have perused the Flowork site, and have really tried to get yourself in the habit of networking toward your success, right? What if you had all that great information in a way that is portable, at-your-fingertips, and always ready for reference?

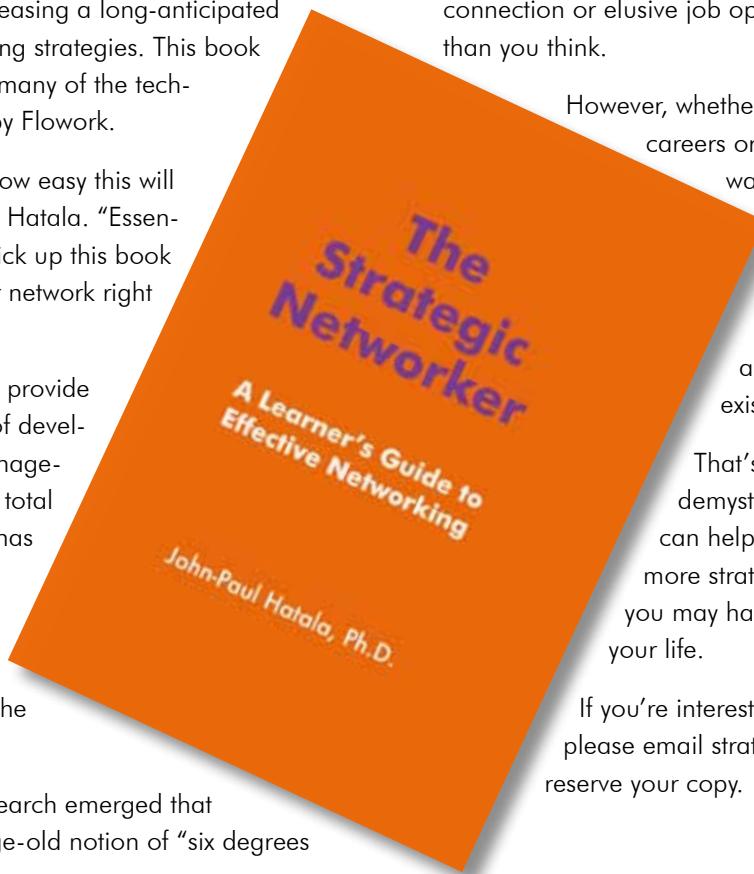
Dr. Hatala will soon be releasing a long-anticipated book on effective networking strategies. This book is a condensed version of many of the techniques that are delivered by Flowork.

"I'm really excited about how easy this will make everything," says Dr. Hatala. "Essentially, you will be able to pick up this book and start tapping into your network right away".

The goal of the guide is to provide readers with an overview of developing social capital in manageable fashion. The guide in total is just over 90 pages and has been written to get across the key competencies to social networking.

Here's a brief synopsis of the book:

In 2003, university-led research emerged that finally corroborated the age-old notion of "six degrees



of separation" as legitimate, suggesting we are all much more connected than we realize.

This can be great news for those who feel that the best opportunities in life are only ever provided to those of us who are lucky enough to "know people". After all, that key business connection or elusive job opportunity may be closer to you than you think.

However, whether we are trying to advance our careers or expand our social circles in ways that might benefit us down the road, few of us know where to even start...much less how to truly tap into our existing social networks and gain access to the absolute wealth of resources that exists within them.

That's where this guide comes in. It demystifies the networking process, and can help you to network more effectively, more strategically...more successfully than you may have ever realized was possible in your life.

If you're interested in ordering an advance copy, please email strategicnetworker@flowork.com to reserve your copy.

This Month's flowTIP:

Not all contacts want to help us. The unfortunate reality of networking is that not all contacts will want to help us accomplish our goals. There could be a number of reasons for that, but the important point here is that we have to make sure we come to this realization early on. To do this, we have to make sure that we're clear on what we want to accomplish so our contacts can respond right away. The sooner they say 'yes' or 'no', the better we'll be. Don't be worried about someone who says no as it is better to know up front then to keep hoping that they will eventually help you. You want to avoid at all costs believing that someone will help you and they end up not being able to. Psychologically you'll be better off and it will force you to look for others, meaning that you will have wasted little time. It's also important to keep in mind that just because your contact is unable to help you today, doesn't mean they won't be in a position to help you some time in the future. Getting contacts to say no is as important as getting them to say yes.



North Mason School District Leads the Way on Social Networking

by Tara Garcia Mathewson • Wednesday, September 30, 2009 • from the Kitsap Sun

Once viewed as something to regulate, Facebook and other sites are now being leveraged for their communication potential.

It's true; students at North Mason schools may have secretly signed into Facebook during school hours last year. But, there is no longer any need for the secrecy. The district unblocked Facebook from the school computers and created its own group page, joining in the social networking revolution.

Superintendent David Peterson is using Facebook as a communication tool, moving away from the district's comfort zone but reaching out to a more tech-savvy generation.

"We've been spending so much energy trying to get kids to power down when they walk into school, but that's silly," Peterson said. "If we continue using only what we're comfortable working with, a huge part of our population will never hear."

In August, Peterson made North Mason the first district in the area to communicate through Facebook and send out a Tweet on Twitter. The move toward social networking is another component of the district's effort to improve communication with patrons and parents.

There are 60 followers of the district on Twitter, and 100 have become members of the district's group on Facebook, with more joining each day. Parents make up the largest part of the group, with some school board members and a couple students added in.

Peterson is dedicated to maintaining the balance between informing the community and boring it.

"I don't want to be sending out so many Tweets that people stop using them. I try to keep it short and only put up things that I think people will want to see," Peterson said. "If it becomes spam, people will stop reading it."

Followers will be able to find out on Twitter about school closures before the media report it. Group members can use Facebook for two-way communication with the district.

"My dream, my hope, is that we will be using these tools as much to listen to the community as to share information with the community," Peterson said.

North Mason already had NMSD Online, which is a listserv that sends news briefs to almost 1,000 people, but the novelty of Facebook is that parents, community members and students can respond. Ten people have already taken advantage of the opportunity, commenting after a PTA meeting, an open house and the first day of school. North Mason chamber President and CEO Frank Kenny posted just to compliment the Facebook group's creation.

Kenny launched a social networking initiative for the chamber and saw impressive results, with a 93 percent growth in membership in just 18 months. He attributes the organization's growth to its social networking initiatives.

"It's revolutionizing the chamber business," Kenny said. "And the members can communicate with each other. Instead of one-to-one it's many to many. It's all about relationships."

The opportunity for stronger relationships is exactly why Tamra Ingwaldson, a North Mason parent, approves of the district's Facebook page.

"The more resources a school uses to connect with parents and the community at large, the stronger the school and those connections will be," Ingwaldson said.

She posted about a Grad Night 2010 committee meeting on the group's Facebook page and received several e-mails in response, proving that at least some of the 99 members check the page regularly.

No other schools in Kitsap County have Facebook pages but districts in North Kitsap, South Kitsap and Bainbridge Island are casually discussing it as a future possibility. All three districts see positives in using social networking but also have concerns over launching their own pages.

"We think communication is so important," said Amy Warthen, spokeswoman for South Kitsap. "But managing it is also a bit of a 'How do we do that?' How does it become a normal and regular part of our routine? Because it won't be successful if it's not."

The Bainbridge Island School District has similar concerns, and Pam Keyes, district spokeswoman, said the district will probably not get a Facebook account this year, but "the conversation has begun."

For North Mason, Peterson is excited to watch the use of social networking grow in his district. He sees the Facebook page one day getting daily posts from community members. Meantime, the district is planning training for teachers interested in creating professional pages, some of those may even morph into pages for individual classes.

"We didn't even have personal computers when I was growing up," Peterson said. "Things are completely different."

And as North Mason is finding out, different isn't always bad.

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.