

## 'Tis the Season for Networking

It's that time of year again, the holiday season! Besides focusing on all things holiday-related, there is something else you should be doing, too: networking! Parties, whether personal and work-related, are great places to meet people. Plus, the holidays are a perfect time to connect with former friends and colleagues. There are simply too many gatherings between Thanksgiving and New Years Eve to not take advantage of the opportunity to network!

It's an especially good time to network if you feel like your job search has stalled and your networking strategy is in a rut. Make this a time to forge through the difficulties, to pave the way for more successful opportunities in the New Year. Attend holiday functions with the idea that you'll utilize the time to make new connections and strengthen the ones you already have. Adopt some of the strategies we've shared in this month's issue to help you find ways to revise your networking strategy. Tell yourself that you'll not continue feeling discouraged and dig yourself out of that rut you're in. There's only one way to go: up!

We at Flowork wish you and your family and warmest of holiday seasons and the happiest of New Years. Have an idea for a future article? Send it in to [newsletters@flowork.com](mailto:newsletters@flowork.com). See you next month!

John-Paul Hatala, Ph.D  
Flowork Founder



This month's FlowTIP:  
Party up your  
holiday network.  
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).

# Networking Tips *for the Holidays*

*by Kim Issacs, Monster Resume Expert · from Monster.com*

Ah, the holidays -- a time to rejoice, be merry and enjoy a well-earned break until the new year. But if you're job searching, it's also a great time to kick your job search into high gear.

Believe it or not, the holiday season can be a promising time to secure a new position. "Companies...want to start the new year with the right talent on board before the first week of January," says Kim Batson, a career-management coach with more than 10 years of career coaching experience. She adds that because so many people believe it's better to postpone job searching until January, there's less competition during the holidays.

So if you're wondering how to get a jump on the competition as well as get your resume noticed during the holidays, consider these tips.

## **Network at Holiday Events**

Whether you're attending an employer-sponsored party or some other holiday event, make the most of social gatherings by planning in advance. "Set a goal to meet, connect with and learn from three to five people at an event," advises Andrea Nierenberg, a New York City-based speaker and trainer and author of *Million Dollar Networking*. "Do your research before going so you know something about those you might meet."

Beverly Harvey, president of Beverly Harvey Resume & Career Service, stresses the importance of quality versus quantity when networking at holiday events. "Develop several good, solid relationships instead of trying to develop many relationships that won't be valuable," she says.

Conversations should be focused on the person you're speaking with, not you and your job search -- that can come later, after trust has been built. "When first introduced to the contact you want to speak with, show genuine interest in their lives, interests and careers," Batson says.

This is also not the time to whip out your resume. "Do not bring resumes to holiday functions," cautions Nierenberg. The goal is to start building rapport and setting the stage for future follow up.

You can, however, give out business cards that relay your career field and areas of expertise. "Job seekers might want to use a business card that states their personal brand, i.e., 'Sally Smith, Human Resource Director, Specialist in Diversity Issues' or 'Tom Taylor, Operations Manager, Global Supply Chain Efficiency Expert,'" says Batson.



## **Follow Up with Contacts**

After the event, Nierenberg recommends sending a handwritten, personalized thank-you note to each contact. Batson recommends including a copy of your resume, if appropriate. "Also, because it's a season of gift-giving, it's a nice gesture to send a small gift with your thank-you letter to the most important networking contacts, if it's within your budget," she says.

## **Network Purposefully**

The holidays are a perfect time to reach out to people in your network and potential employers. "It all starts with relationships -- don't do a mass mailing to everyone," advises Nierenberg. "Take the time to call some people, attend events and parties, and connect with people to discuss job opportunities."

Harvey's advice: "Try to target the decision makers -- it's a very sociable time of the year, and managers are more likely to be receptive to job seekers than at other times of the year."

Harvey suggests creating a new resume version for networking contacts who don't necessarily have a job opening. "Create a one-page resume that highlights your most important skills, qualifications and career history, as well as industries or companies of interest," says Harvey. While this type of resume isn't as targeted as a traditional resume, it allows networking contacts to understand your career field. In addition, listing desired employers and industries may spark your contacts' memories about a related job opportunity or networking lead.

## **Keep Your Network Going**

Nierenberg is a strong proponent of staying in touch with and strengthening your network over time. "Find creative ways to stay on someone's radar screen," she advises. "Set a search engine alert—research your contacts and their interests, and stay in touch that way."

Harvey encourages job seekers to continue communicating with their network into the new year. "If there's been some change in your status, send an updated resume with a note about your new accomplishment," she says.

You can also implement a method to manage contacts. "It doesn't matter if you're using contact-management software, a spreadsheet, a handwritten chart or an old Rolodex -- do what works for you and keeps you on track with your networking," says Harvey.

# Getting Un-Stuck *From Your Rut*

by Michael Spiro · published March 22, 2010 on his blog, Recruiter Musings

Did you ever feel like your job-search is stuck in a rut? Are you doing the same things over and over, and expecting different results? Do you feel as though you are doing all the “right things” but still getting nowhere? Are you wondering why your carefully planned, well-thought-out plan is not producing results (i.e. a job)?

Sometimes you need to step back, re-assess what you are doing and consider alternative strategies. Sometimes you need to get out of your “comfort zone” and try new things that may seem scary at first, but ultimately may move you forward.

Job-seekers often get stuck in a rut, and don't know how to get out of it. Let's face it – the job-seeking road is often a very long one, and is full of repeated instances of rejection. It's the nature of the beast. Sales people may be used to facing rejection on a daily basis...but most others are not. Emotionally, that can take a huge toll on a person's attitude...which is a big problem when maintaining a positive attitude is so critical to a job-seeker's chances of success.

Here are a few suggestions for things to do to get unstuck from a job-seeking rut. These are ideas that may just shake up your routine a little, get you moving in a different direction, get you talking to new people with new ideas, or simply re-energize you.

## Re-Visit and Expand Your Target Company List

You already have a target list of companies that is your road-map for networking your way to a job, right? Assuming you do already have such a list, and you've been working off of it for a while, this may be a good time to re-evaluate that list and consider expanding it to include new companies that you didn't consider before.

Go back to square one and re-create your list with wider parameters so that you have fresh new places to target. Having new targets can re-energize a stale search plan.



## Set Measurable Daily Goals For Yourself

Time management can be a real challenge for someone with nothing but time on their hands! You've heard it before: *looking for a job is a full-time job in and of itself*. It would be easy to say that you

should put in a full eight hours a day, doing it five days a week...but that's a bit much for most people.

I would suggest that a minimum goal should be four to five hours a

day. That's time spent online, on the phone, trav-

eling to and from meetings, and (most valuable of all) actual

face time with people who are part of your targeted search plan.

Failure to plan out your days or prioritize your time are common pitfalls that can easily lead to getting stuck in a rut. One way to avoid that is to set measurable goals for yourself that you can realistically achieve. For example, here are two suggested goals you can try: 1) Research and contact two new companies each day; 2) Talk with three job-search related people each day (actual conversations... leaving messages or sending emails don't count.)

I'm sure you can think of other similar goals that make sense for yourself. Whatever goals you set, make sure they are both measurable and easily achievable, and keep track of each day's progress for yourself. This will help you stay on task and not waste too much time with useless distractions.

## Spend Less Time Online, More Time Actually Talking to People

The internet is a wonderful tool for job-seekers. It can also be a huge distraction and waster of time.

Make sure you are not spending your days in front of a screen without having actual meaningful conversations with people that are part of your job-search plan. Answering online job

postings is one of the least effective ways to



## This Issue's flowTIP:

**Party up your holiday network.** Holidays provide excellent opportunities to nurture business relationships. While holidaying, people can reach out and interact with different individuals or clients. Many organizations arrange holiday parties, which are different from typical business meetings. In such parties, businesspersons get a chance to know each other in a relaxed environment. Hence, this is an effective way to strengthen business networking. One useful way to make the most of this time of year is, quite simply, to attend parties! Many organizations throw holiday parties to break from the traditional business parties — attend when you are able, as it is a great way to reconnect with people and stay visible. Be willing to talk about yourself and go prepared with a list of questions to get others involved in a worthwhile conversation. Use the conversation to segue into a future meeting, but keep it natural. You don't want to sound like a salesman at a laid back social event. And remember not to have too many drinks — impressions count. Don't make the wrong one.

## Getting Un-Stuck From Your Rut *(continued from previous page)*

find a job. Limit the amount of time you spend doing that to around 10%. Sending emails to targeted people is often a good first step in the right direction ... but in the end, direct live communication with actual people is the **ONLY** way business gets done, decisions get made, and people get hired.

Overcome your fear, stop worrying about rejection, step outside of your comfort zone and **PICK UP THE PHONE!** Better yet, set up appointments with people connected to your target list, get out of the house and **MEET WITH PEOPLE!**

### **Re-Connect With Contacts You May Have Forgotten About**

Make yourself a list of each and every significant person you've contacted about your search since you began the process. If you've been searching for a while now, there are probably people on that list that you've let slide and not talked with in a long time. Go back and re-visit with those people now. Let them know what you've been doing since you last spoke with them – who you've met with, what companies you've applied to or interviewed with, what decision-makers you've made contact with, and who you are still hoping to connect with.



If you haven't already done so, send or show those people your target list and ask if they know anyone in your niche at those companies. Then, keep those re-visited contacts on an organized list of people to stay in regular touch with. Create follow-up reminders for yourself, using a calendar. Don't let your contacts go stale.

### **Find New Networking Groups to Join**

There are some really great local Networking Groups (sometimes called "Job Clubs") in almost every community. They're easy to find with a simple Google search.

Many job-seekers attend regular meetings of those groups, and derive a lot of help, guidance, and advice...and also meet many other job-seekers who can

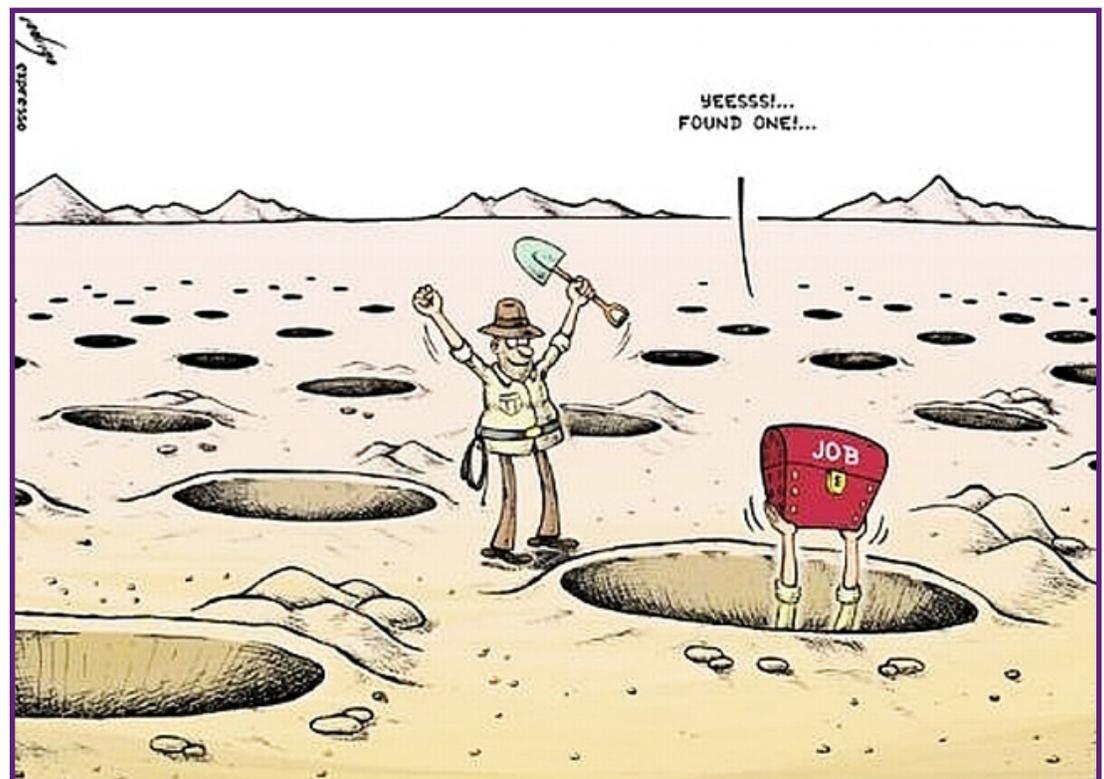
often be very helpful and supportive.

After a while, though, attending those same meetings month after month can get repetitive – and you keep seeing the same people over and over. Try seeking out a new local group or two and drop in on their meetings. You just may find a fresh perspective, hear a new idea, or meet new people that you can add to your network.



It's worth noting here that certain job-seeking activities actually do have to be done over and over again to yield positive results. Networking is the prime example of that. Done properly, networking is a complicated process which must be viewed as a long-term strategy – and as such, it can also be both repetitive and very time consuming. Patience and consistency are the keys. While it may not produce quick results, it will position you well for long-term success.

So don't let the job-searching saga get you down. Don't give in to negativity. If you find yourself feeling stuck...shake things up by trying some of these new ideas. Break out of your rut and dig yourself out of the hole you've fallen in. You never know – that illusive treasure you are seeking might just be closer than you think!



# What To Do When Networking Isn't Working

by Alison Doyle · About.com Guide

Sometimes, despite your best efforts at applying for jobs, looking for contacts to network with at companies, and doing everything else within your power to get your candidacy noticed, you're stuck.

This is a tough job market and it's not a question of you not doing the right things. You can be doing everything you're supposed to do to job search effectively and can still hit brick walls when it comes to getting noticed by employers.

What else can you do? It can take thinking outside the typical job search strategies box and being creative to get the attention of a prospective employer. Leading career expert and author Marty Nemko shares his advice for how to land a job when networking isn't working.

Here's what to do when networking isn't working:

**Walk in.** If you show up on the doorstep of a couple dozen potential employers, at least one is likely to help you.

**Have someone call on your behalf.** Ask your most eloquent advocate to call (leaving voicemail is okay) the hiring manager and say something like, "I hear Joe Jones is applying for the job as project manager. I want to let you know that I know him well and think he'd be a magnificent hire."

**Spread the word.** Ask everyone who likes you for job leads.

**Use the call-email-call-call strategy.** Make a list of at least 25 target employers, whether or not they're advertising a job. Find the name of a person at each place of employment with the power to hire you. Spend just a few minutes on Google learning about each employer. Call your target employers after hours. Conclude by saying you'll be emailing your resume, cover letter, white paper, portfolio, proposal for something good their business can do, whatever. Email those as soon as you get off the phone. If you haven't heard from them in a week, call (again, leaving voicemail if necessary).

**Send more than a thank-you note after an interview.** For example, you might include an outline of what you'd do if hired.

**If someone else got hired, call the hiring manager.** Say something like, "Of course, I was disappointed I didn't get the position. I'm confident I could have done a great job for you, but I'm not calling to ask you to reconsider, only that if for some reason the person you hired doesn't work out or another position comes open for which I might be well suited, I'd like to hear from you. I enjoyed meeting you and would welcome working for you."



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# Job Search Stalled?

## *Increase Your Impressions With A Networking Journal*

by Judy Gillespie · FloridaToday.com · October 4, 2011

How many marketing impressions (regardless of the medium) does it take before an individual will recognize the message and/or brand?

Many sources say that five is the magic number:

“The more times people see an ad, the more likely it is to have an impact. The optimal number seems to change based on the industry and creative effectiveness, but results seem to indicate that a frequency of five impressions per target is the most efficient.”

### MARKETING

Marketing. Impressions. Frequency. Target. Why are we talking about marketing and advertising terms in a career advice article? Shouldn't we be talking about resumes, interviews and offers? While those latter items are important during a job search, I contend that equally important is your networking activity. Networking not only helps you connect with the people you need to meet, it also helps the people you need to meet find you!

When I speak to networking groups, I go around the room and ask attendees what line of work they are in. They call out, “HR, Accounting, IT, Engineering.” I retort, “Nope. You are in Marketing.” After the quizzical looks subside I explain that everyone in job search mode is actually in Marketing – the marketing of themselves. Terms that have been coined to describe this mentality include “Brand You” and “Me, Inc.”

If you are marketing yourself effectively, the job opportunities come to you. What a treat that is – and how effective. Instead of being one of three hundred candidates applying to a job on Monster.com, you can be one of a few that have been handpicked by your network. Sounds good on paper, I know, so how do you put yourself in this position?

### IMPRESSIONS

Continuing with the marketing theme, you must increase the number of impressions of yourself within your network.

According to marketingterms.com, an impression is defined as a single instance of an advertisement being displayed. During job search mode, you are the advertisement. The more you grow your network and the more you put yourself in front of them, the more you will be remembered and the easier it will be for your contacts to forward job leads to you. One of the key points is that no matter how important you are and how memorable you think you are, the reality is that a casual networking partner will forget about you in less than seven days. Less than seven days. Impressions help to extend that window!

### TYPES OF IMPRESSIONS

Impressions include every:

- Resume and/or cover letter submitted
- Interview conducted
- Networking event attended
- Email sent
- Phone Screen completed

And moving into the social media realm:

- LinkedIn invitation made
- Tweet posted
- LinkedIn question posed
- Blog written
- Networking newsletter deployed
- Video resume uploaded

You get the idea. Assuming you have a quality network that is 1,000 strong and they don't forget about you, the likelihood of one of them recommending you for a job or even creating a job for you goes up exponentially!

### THE NETWORKING JOURNAL

Many of these types of impressions are labor intensive and very necessary. Face to face meetings are critical. They help you to build rapport and credibility. No job search should be conducted without these meetings. But once you have built your network up there is no reason you can't reach all 1,000 connections with a networking newsletter, or journal, as I call mine.

A networking journal is pretty much what it sounds like: an email (generally) communication that tells your connections what you are interested in, what you have been up to and very importantly, how you can help them. Helping others may in fact be the best thing you can do for yourself! Why? Human nature. If you help someone, they will want to help you in return. Rather simple, I know, but you would be surprised how many job seekers think only of themselves.

A networking newsletter does not have to be sophisticated. It can take the form of a plain text email. You can kick it up a notch by creating a Word document style newsletter with pictures and links. Or you can go even further by creating an email campaign using HTML. Whatever you decide, just do one!

Let's say you are convinced that this is a great idea. What do you say in your newsletter? Here are some topics which I have used:

- Month in Review
- Keeping Busy
- My Professional Organizations
- What I'm Reading
- How I Can Help You
- How You Can Help Me
- About Me

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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