

THE GINAC GROUP, INC.
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Career Zone

VOLUME 5, ISSUE 1

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IF YOU ARE NOT SATISFIED WITH YOUR CAREER DO SOMETHING ABOUT IT.

Call us for a free initial consultation.

Together, we can ignite change and achieve your career goals.

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Connecting vs. Networking: Is There a Difference?

Is there a difference between networking and connecting? Networking is an activity that people talk about and know they should do, but rarely do it. Networking typically occurs when people need something – a job, business lead, or employee. Most often, networking events are held after work in a local pub or prior to the start of a scheduled event.

When people attempt to network, it is often a disaster. Many people do not like to meet people blindly and spontaneously and this act causes great anxiety. People are usually uncomfortable asking for help so this puts them in an awkward position. In networking, the responsibility of initiating new relationships or asking for assistance is on the person who “needs” something. They are solely responsible for investigating who will be in attendance at the event, figuring out how to make a professional introduction, breaking the ice without appearing to be an idiot and passing along a business card in a manner that doesn't appear cheesy.

You can walk into most networking events and witness the same show. You will notice a few small groups of friends talking, and lots of individuals standing around with a drink in one hand and the other hand resting in their pocket in search of a familiar face. You will also see people handing out business cards as if they were offering hors d'oeuvres. What if there was a better way to meet people and obtain your goals without the anxiety associated with formal networking?

In Gladwell's book, *The Tipping Point*, he introduces the concept of a connector. What is a connector? It is a person who seems to know everyone and everyone seems to know them. It doesn't matter where this person goes; they seem to meet up with a friend, former colleague, relative, client and more. These people have an innate ability to turn strangers into friends instantly and seem at ease around a diverse set of people. I believe that in order to be a successful connector, you must also be an effective networker. The more people you know, the more connections you can make.

Connectors are avid about bringing people together to bridge the gap between two needs. Of course, these needs must be known to the connector. For example, if a hiring manager is looking for a Vice President of Marketing and a person was searching for a Marketing role, the connector would make the introduction. You may think this looks a lot like networking but it is slightly different because the responsibility falls on the connector *instead* of each individual in need. The connector becomes the glue that enables new relationships to form.

How can you tell if someone is a connector? It is simple. They are the ones making all of the introductions. They look a lot like the ball in a pin ball machine, bouncing from dinger to dinger. Unlike the networker who might be asking, “do you have any jobs at your company?”, a connector will be asking “what could be the best possible outcome for you at this event?”

A connector does a lot of behind the scene work by maintaining contact with thousands of people. The key, however, is not only that a connector knows thousands of people but that they know thousands of people in many different countries, and they know them well enough to give them a call. Once you become friendly with a connector, you're only a couple of degrees away from the thousands of different people.



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Save The Date:

The next Ginac Group Career Development Signature Event will be held on July 18, 2007, from 6:30 -8:30 p.m. at the Molotov Lounge located at 719 West 6th Street.

To become a sponsor, contact Amanda Potter at Amanda.potter@ginacgroup.com. The cost to become a sponsor is \$250.

We would like to introduce the most recent addition to our staff.



Amanda Potter

A recent graduate of the Master's program in Advertising at the University of Texas, Amanda has joined our team as the Marketing Specialist. Amanda looks forward to helping the Ginac Group grow by leaps and bounds. Her self proclaimed motto she hopes will filter into her work is "Dream Big, Achieve Bigger!"

Client Success Profile: Little Miss Pink

Karen Cutler is a 30-something mother of two girls and lives in Round Rock, Texas. Karen has always had a creative flair and a passion for fabric. Little Miss Pink was created, in part, to fulfill her need to create. In the beginning, she designed, sewed and sold handbags, belts, headbands and baby gift items at boutique and craft shows. The idea to start a children's apparel line grew out of hard lessons from raising two daughters. When Karen's four year old was picked on at the playgroup, she took action. Karen realized that young girls needed to be surrounded by positive and kind words instead of mean and hateful words. Hence, Little Miss Pink was born and a vision was born to promote positive self-esteem.

Karen's favorite product is the new pink tie dye tees shown in the picture. Her daughters think they are "way cool" and so does mom. We've seen Karen's entire product line and must agree. We love what Little Miss Pink stands for, "be you. be true." Karen did a great job of thinking up all sorts of positive messages that Little Miss Pink can share with young girls such as, "be strong", "be heard", "be a dreamer", "be adventurous", "be a rock star", "be green" and the list is endless.

The Ginac Group started working with Karen to build on her entrepreneurial skills and help expand the business. While we are busy making plans for growth, we thought it would be great to share this little gem with you. When we asked Karen what her vision was for Little Miss Pink, she responded with the following, "I want to take on Hello Kitty and have Little Miss Pink more widely distributed and offer more products." Now, that is a lofty goal. If you are into really pretty things that promote positive messages for young girls, I recommend that you check out www.littlemisspink.com.



Coach Success Profile: Gail Hurt



Gail Hurt is one of the Certified Career Practitioner Institute's (a Division of The Ginac Group) latest graduates and we are so proud of her accomplishments. As a result of her new career coach certification, Gail started a new company called Living Authentically. The company specializes in career development and coaching services for people touched by cancer. Whether they are a survivor or have provided support as a caregiver, Gail helps people address the questions that arise during this transition and overcome obstacles in their career. Gail speaks from personal experience because she had to deal with many career issues when she was diagnosed with cancer. She has been cancer free for over a decade and she has dedicated her life to helping others. Her mission is to help others know themselves, maximize their strengths, ignite their potential and create well being in all the dimensions of a person's life. When we asked Gail what she thought about her new career she responded with, "I love what I do and can't believe I waited so long to make it happen." If you would like to learn more about Gail, please visit www.livingauthentically.com.

Thanks to Our Sponsors!

We would like to thank several companies for sponsoring the Ginac Group Career Development Signature Event held in April 2007, at Union Park. We had approximately 150 people show up and tons of connections were made to help these employers meet some of Austin's best talent.

To sponsor our next Signature event, please contact Adriana Hook at 512.437.2572 or send an email to adriana.hook@ginacgroup.com.



www.compasslearning.com



www.clarityresource.com



www.experoinc.com

The Certified Career Practitioner Institute Partners with Austin Community College

The Certified Career Practitioner Institute (CCPI), a division of The Ginac Group, announces that it has partnered with Austin Community College (ACC) to offer Career Coaching Certification starting Fall 2007. The new certification program provides an in-depth curriculum that teaches students how to be effective career coaches.

The certification is based on the Career Development Framework (invented by The Ginac Group), which has proven to help professionals make complex transitions in less than twelve weeks. The course focuses on 16 core functions of career development and covers competencies such as work issues, labor market analysis, job search strategies, occupational assessments and career coaching techniques.

The certification includes 56 hours of classroom instruction, 10 practicum hours and a written examination. Within months, people will be prepared to coach individuals at any stage of their work/life, including those who want to make a career transition, students entering the workforce, and individuals facing job loss or retirement. The first class begins on September 15th and people can enroll directly on the ACC website starting in late July.

This is a great workforce development program for ACC because our economy is facing a host of job trends, and there is a huge shortage of highly-qualified career coaches who can help people achieve their career goals. This joint effort helps equip students with specialized skills and ensures that our community has access to well-trained professionals who can help people from all walks of life overcome a variety of career obstacles.

For more information on this program, please contact Adriana Hook at Adriana.hook@ginacgroup.com.

Become A Career Coach Today!

Next Class: June 16, 2007

Why work for someone else when you can own your own business? Train to become a career coach and you will learn about work issues, labor market analysis, job search strategies, occupational assessment and career coaching techniques. By obtaining certification, you will be able to coach people at any stage of their work/life, including those who want to make a career transition, students entering the workforce, and individuals facing job loss or retirement. We offer everything you need to get started from certification to office space, credit card processing, assessment tools and mentorship. Materials and certification fee included. The classes are held every other Saturday from 8:30-3:30. at the Institute located on Wild Basin Road in Austin. In eight sessions, you can be on your way to starting or expanding a new business or joining an organization to assist with workforce development. To register, go to <http://www.careerpractitioner.com>.



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Your Career Is Our Business.

The Ginac Group, a leader in the provision of career and organizational development services, provides strategic solutions to help our clients improve their performance, enhance their personal and employee career satisfaction, and become "career resilient."

Our services include individual career coaching, job search and career transition strategies, organizational career management, and more.

Our proven methodologies, experienced career counselors, and innovative best practices have enabled us to change the face of career and organizational development in a short amount of time.

If you would like more information on the Ginac Group, please visit us online at www.ginacgroup.com.



Connector, Continued

How does one develop the talent to connect? Is it a natural talent or a learned competency? I believe it is a natural ability that develops over time. You must have solid interpersonal skills, great understanding and empathy for others and a natural need to want to help people. I can not recall a specific time when someone taught me how to connect with others nor have I ever signed up for a formal networking class. It is truly a gift that comes naturally to me.

This does not mean that people who were not born connectors cannot become connectors. Below are a few tips to keep in mind that will help you become a connector:

1. To be a good connector, you must have lots of acquaintances.
2. Meeting people is not about you; it is about bringing two or more people together with complimentary needs.
3. Connecting is not about making new connections for yourself, rather it is about introducing people you already know.
4. Make notes about what people in your network need and use this to foster future connections. You do not need to ask formal questions about their needs, simply listen and you will hear.
5. Know who your friends are and beware of those people who want to take advantage of your generosity.

6. Pay attention to the types of connections that you foster because your reputation could be impacted. It is not your job to be the pitch person.

Learning how to become a connector really is a very simple system and a wonderful way to make yourself indispensable to your social and professional network. Before long you will see a long line of friends everywhere you go. Some are just the friends that you have yet to meet. For more information on this topic, please contact Linda via email at Linda.ginac@ginacgroup.com.

Sincerely,

*Linda Ginac
Chief Executive Officer*

P.s. Tools such as Linked-in (www.linkedin.com) are doing a great job of enabling people to better connect. If you want to connect with me, send me an invitation.