

Job Search Tips from the Expert

Webinar Series
September 8, 2010



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Talking: Camille Grabowski

Questions

Welcome to the OurExperienceCounts.com
Webinar - 10 Job Search Strategies
Experienced Workers

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10 Strategies For Overcoming Age Bias In Your
Job Search - Final Test
Webinar ID: 915-165-162

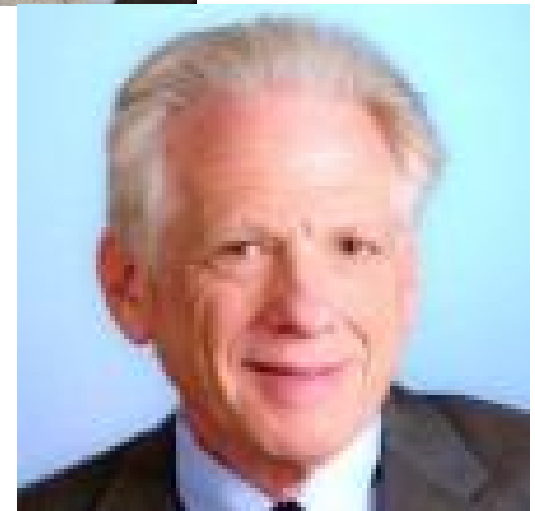
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Who we are. . .



OurExperienceCounts.com

- Camille Grabowski
 - Career Coach
 - Director, Strategic Relationships
- David Goldstein
 - Vice President & Chief Technology Officer



OurExperienceCounts.com



Whether you have been recently laid-off or are seeking a career change, you are looking for a fresh start and an opportunity to extend or reinvent your career. Our professional coaching team is ready to be your partner. Our workshops, webinars, forums, groups and coaching will provide you a real competitive advantage as you recycle your career.

Goal of this webinar



- Overcome potential obstacles
 - Age
 - Number of years of work experience
- Start an effective job search
- Identify age friendly employers
- Find job Leads

The world of work has changed



“ . . . and it will never return to what it once was. If you want to continue to work, you will need a new strategy in your maturity. You must play by new rules in a very different game.”

~ Carleen MacKay

Tip #1 – Written job search plan



“If you don’t know where you’re going, you’ll wind up somewhere else.”

Yogi Berra

Job Search Plan = “personal” business plan

- Write it down
- Include components
 - Finances
 - Number of years you plan to work
 - How will you market yourself
 - What is your target market
 - Identify your personal criteria

Tip #2 – Finances – Plan A/Plan B



- Create a monthly budget
- Apply for unemployment benefits
- How long can you be unemployed?
 - 10 months cash or more → Plan A
 - Less than 10 months cash → Plan B

Tip #3 – Criteria



Identify criteria for the next position.

- Why? – I just want a job. . .
- What's important to you?
 - Organization culture
 - Opportunity to learn/grow/give back
 - Financial stability of organization
 - Flexibility
 - Age friendly/multi-generational environment
 - What are your criteria?

Tip #4 – Age Friendly Occupations



- Can you do the job you did before?
- Do you want to do what you did before?
- Occupations that are expected to grow
 - Bright Outlook Occupations:
<http://online.onetcenter.org/help/bright/>
 - Occupational Outlook Quarterly:
<http://www.bls.gov/opub/ooq/ooqhome.htm>
 - Labor Market Information - California
 - <http://www.labormarketinfo.edd.ca.gov/occguides/>

Tip #5 – Target list



Create a target list of organizations

- Industry
- Size – Startup, Mid-size, Large publicly held
- Profit, Non-profit

Where to find:

- Rich's Business guides
- Library databases
- Business journals
- Hoovers.com
- LinkedIn.com

Tip #6 – Age Friendly Employers



Identify age-friendly employers

- AARP list of “50 Best Employers” for age 50+
- “Best” company lists
 - Fortune’s “Top 100 Employers to Work For”
 - Business Journals (Your City)
 - Glassdoor.com
 - Jobstar.org

Tip #7 – Research



Target Company ↔ Your Criteria

- Where to look:
 - Press coverage
 - Employer website
 - Informational meetings
 - Visit the work site

Tip #8 – Networking



Network for opportunities

- Employer hiring practice changes
- Networking groups
 - Job clubs
 - Success teams
 - Online forums and groups
 - www.job-hunt.org
- MOST important job search tactic

Tip #9 – Resume: neutralize



Age neutralize your resume

- Resume = Marketing document
 - No ancient history – 15 years of Work History
 - No dates on education/professional development
 - Only include professional development that is still currently in practice
 - Remove references to old technology or business practices

Tip #10 – Resume: STaRs



Reach for the STaRs to show you FIT!

Employers want someone who

1. Can do the job
2. wants to do the job
3. they can stand

★ Situation, Tactics and Results

- ★ Skills
- ★ Accomplishments
- ★ Capabilities

Tip #11 – Interview: the prep



Get ready for the interview

- List of questions you may be asked
- List of questions for the interviewer
- Skills + accomplishments = CONFIDENCE
- Use “active listening”
- Be genuine
- Practice, practice, practice

Tip #12 – Interview: first impressions



Make a good first impression.

Start Here . . .

- Banish fear of ageism – don't mention it!
- Attitude = Behavior
- Display enthusiasm
- Dress appropriately

Next steps



Follow up is key

- Thank you notes
- Email or handwritten?
- When
- What to cover
- Format
- Mail no later than day after interview

Don't give up . . .



- Have a solid written job search plan
- Develop confidence by identifying skills, accomplishments, and capabilities
- Network for support and job leads

The difference between perseverance and obstinacy is that one comes from a strong will and the other from a strong won't.

~Henry Ward Beecher

Our Workshops . . .



OurExperienceCounts.com Workshops:

- *Networking for Results*
- *It's the STaRs That Get You Hired*
- *Create The Winning Resume*
- *Target Your Resume*
- *Interview With Confidence*

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Webinars coming soon:

- *Networking to Get The Job*
- *Ask the Experts - Open Chat on Job Search Topics*
- *LinkedIn Basics - How to get started*