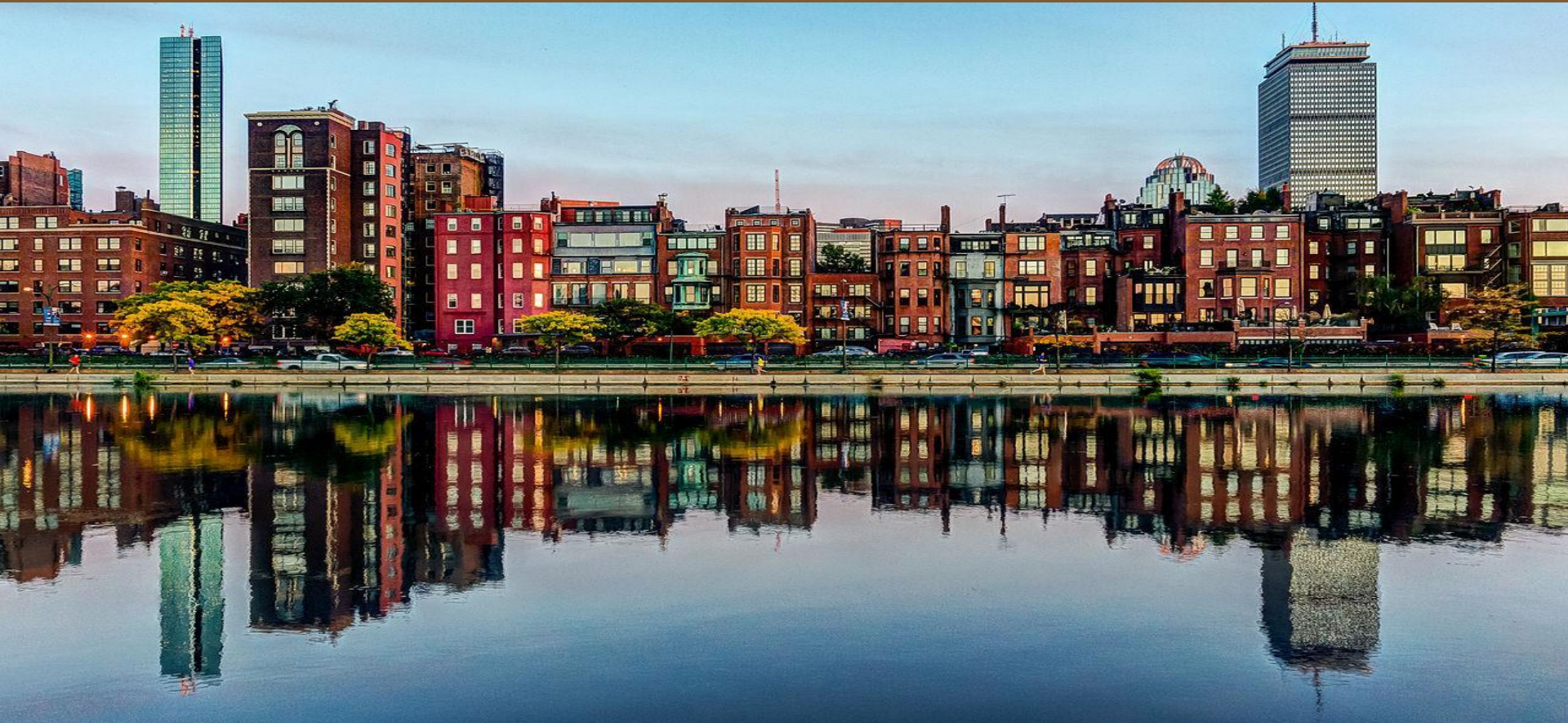


MASTERING THE JOB SEARCH *FOR PEOPLE OVER 50*



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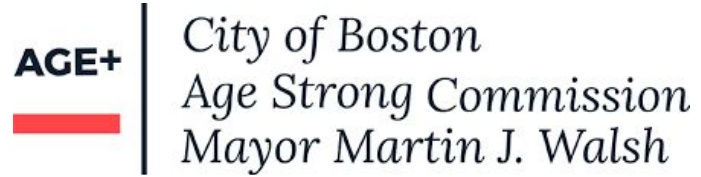
WELCOME!



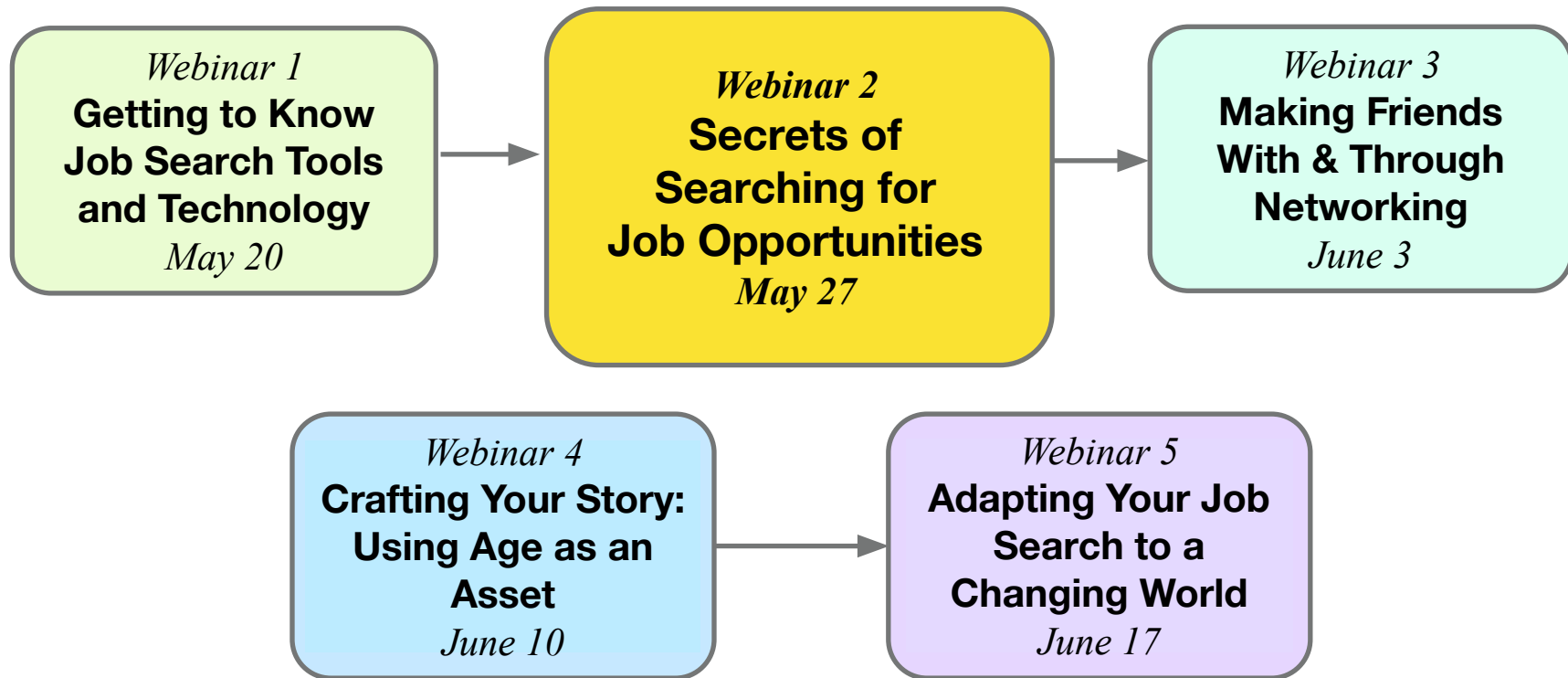
MIKE FESTA

AARP State Director

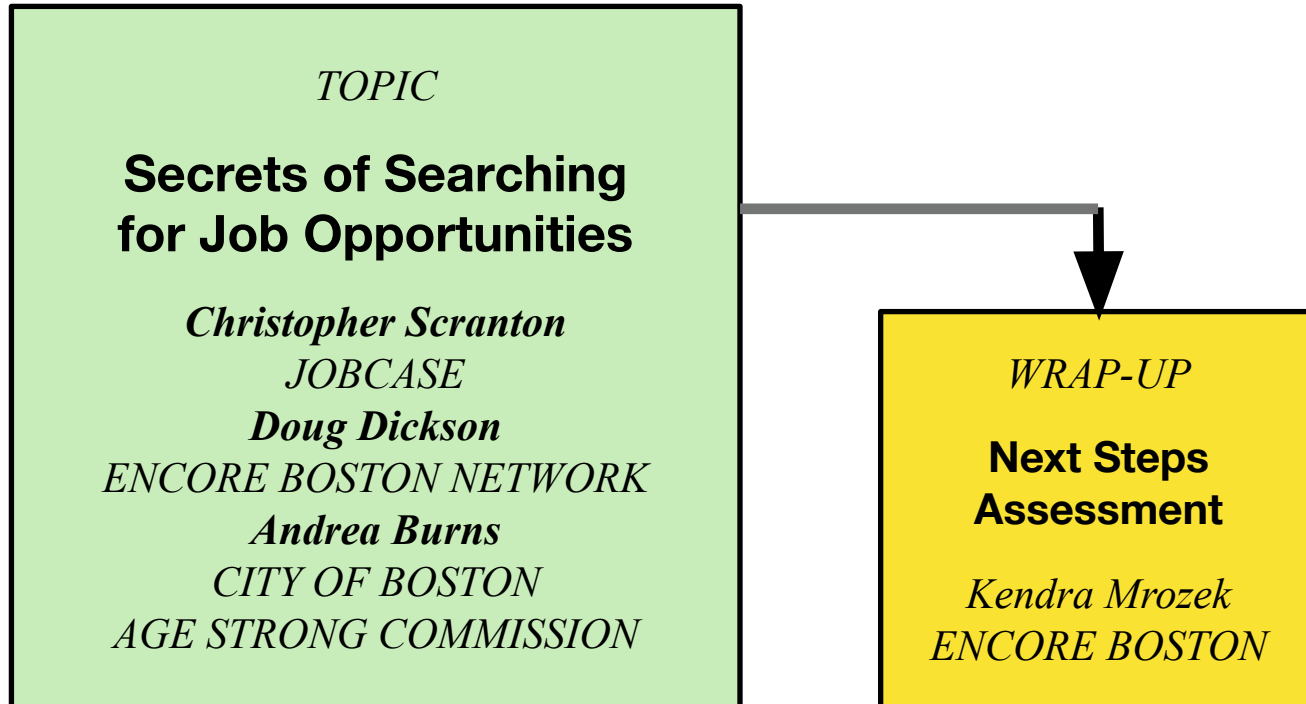
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SECRETS *OF SEARCHING FOR JOB OPPORTUNITIES*

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5 Job Search **SECRETS**

- 1) Go slow to go fast
- 2) More online than Job Boards
- 3) Jobs you might overlook
- 4) Jobs hidden from view
- 5) Age-friendly employers





Secrets to Starting Smart

Insights From the 100M+ Member Jobcase Community

The Common Mistake & 1 Rule to Avoid it:

- A Common Experience:

“I jumped in, started searching, spent a few weeks, and got nothing. After about 3-4 weeks into my search, *that's* when I began to learn how to “search smart”. If I'd known this at the start, I would've saved myself a lot of time and effort...”

- Member of the Jobcase Community

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- Member of the Jobcase Community

- The #1 Rule:

There is no universal “right way” to search for a job, there’s simply **the “best fit” approach between you, your job search goals, and your chosen approach.**

Start Smart - Find Your “Best Fit” Approach...

Starting Smart sometimes means starting slow, but doing so can save you time and help you get results more quickly.

Start Smart - Find Your “Best Fit” Approach...

Starting Smart sometimes means starting slow, but doing so can save you time and help you get results more quickly.

To Find your “Best Fit”, it’s helpful to know:

- 1) What you need & want in a job
- 2) What you can offer (skills, traits, experience, recommendations, and more)

...that’s the start of a “Self Assessment”.

Self Assessments EMPOWER You

By spending a few minutes on a self-assessment, you makes it easier for you to...

... Define your own goals

... Choose the right approaches

... Prepare Effectively

... Ask for help that will actually be “helpful”

... Get better job search results!

The Answers That You May Already Have... I

What I Want/Need in a Job?

- Part time / Full time?
- Hours: Work-day/week (9-5) / Evening / Weekends?
- Location (City/Neighborhood)? Travel Distance (5 miles? 25?)
- Access by Transportation?
- Industry (Healthcare, Retail) or Job Type (admin, sales, etc.)?

The Answers That You May Already Have... II

What Can I Offer?

- Previous Jobs
- Add any specific experience / skills (*typing, radio dispatcher, HIPAA*)
- Highlight positive traits (*calm, team-player, reliable, independent*)
- Recommendations (*not just co-workers, connect to your highlights*)

When I Know Myself & My Goals, Then I Can...

... Start identifying options that *may* be my “best fit” approaches

... Try things (best way to learn & confirm)

... Create a 2 or 3-step plan (big long plans can crowd-out *adjustments*)

... and always, always, ask for help

Avoid the Biggest Risk

The most common *process* mistake for jobseekers:

Letting “getting stuck” turn in to a “final stop”

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Ways to avoid letting a “stuck” turn into a “stop”:

- Ask for help
- Do some additional research
- Ask for help
- Attend workshops #3, #4, #5 in this series
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“Many people look at job searching as a solitary effort, but the most successful searches involve getting insight/help from other people too. It’s okay for some of the answers to come from ‘the world’ “ - Member of the Jobcase Community

Best Fit Options - 2 Main Areas

Traditionally (Previously) In-person - Now Virtual:

- Personal networks (in-depth in workshop #3)
- Regional Options
- Career Support Centers (BPL, City of Boston, MassHire, etc.)

Online Tools:

- “Job Search” Sites
- “Employee Profile” Sites
- “Job Focused Communities”

A Lot of Online Options – How to Navigate?



“Job Search” Sites

A Best Fit for: Jobseekers who already have job search specificity / terms: health care, nursing, Charlestown, part-time...

Indeed	indeed.com	can search many job listings
Jobcase	jobcase.com	can search many job listings, “de-duped” (including Indeed jobs, and more)
Google for Jobs	google.com	can search many job listings, “de-duped”
²² AARP	jobs.aarp.org	can search age-friendly job listings

“Job Profile” Sites

A Best Fit for: Anyone who wants an “online resume”, to allow an employer to find you and/or check your info after you’ve applied (seeing your choice of info to share).

LinkedIn [linkedin.com](https://www.linkedin.com)

Jobcase [jobcase.com](https://www.jobcase.com)

“Job-Focused Community” Sites

A Best Fit for: Jobseekers who are looking to

i) see what other jobseekers know & questions they’ve asked and answered,

ii) share their own experiences, and

iii) ask their their own questions, get help, and potentially help others

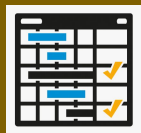
Jobcase jobcase.com

Glassdoor glassdoor.com

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Work is changing...

Not just regular salaried & hourly jobs anymore. Almost half are:



CONTRACT
(Project)



**FREE-
LANCE**
(Time)



GIG
(Task)



**SELF-
EMPLOYED**
(Idea)

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Self-employment & business start-up



50%
of new businesses
started by
people over 50

33% of new
businesses cost
less than \$5000
to start.

2X greater success
for founders over 50

3x greater success
for founders over 60

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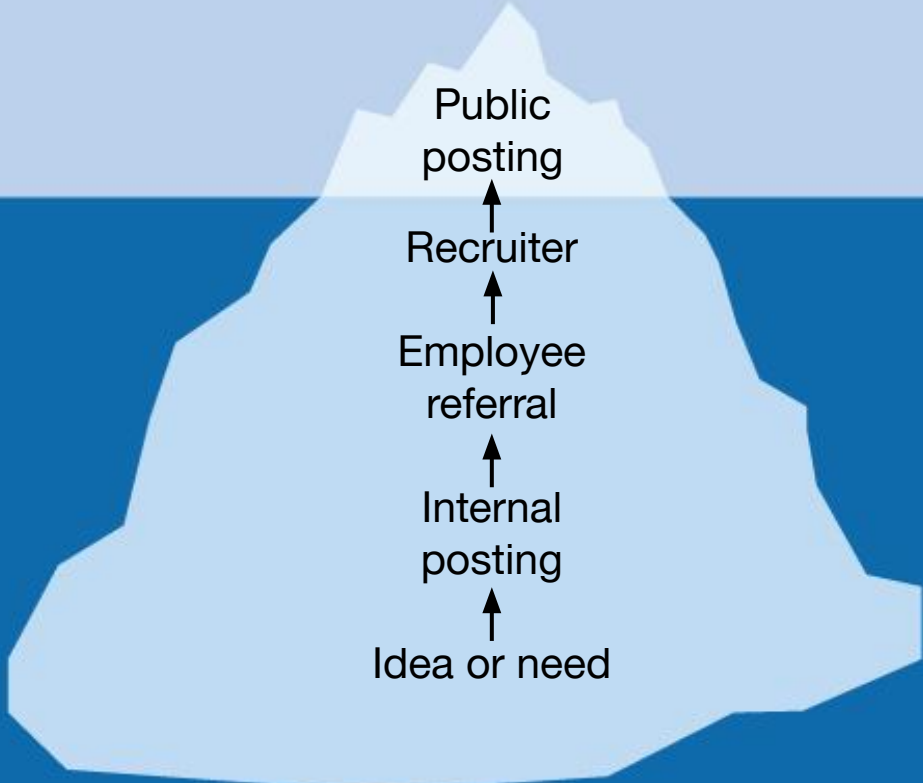
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**Job seekers who volunteer have
27% higher odds of employment**



- Learn new skills
- Build confidence
- Fill resume gaps
- Make connections
- Maintain perspective
- Sometimes get hired

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The diagram shows an iceberg floating in a blue sea. The tip of the iceberg, which is above the water line, is labeled 'Public posting'. The much larger part of the iceberg, which is submerged below the water line, contains a vertical sequence of job search methods connected by upward-pointing arrows. From bottom to top, these are: 'Idea or need', 'Internal posting', 'Employee referral', 'Recruiter', and 'Public posting'.

Public
posting

↑

Recruiter

↑

Employee
referral

↑

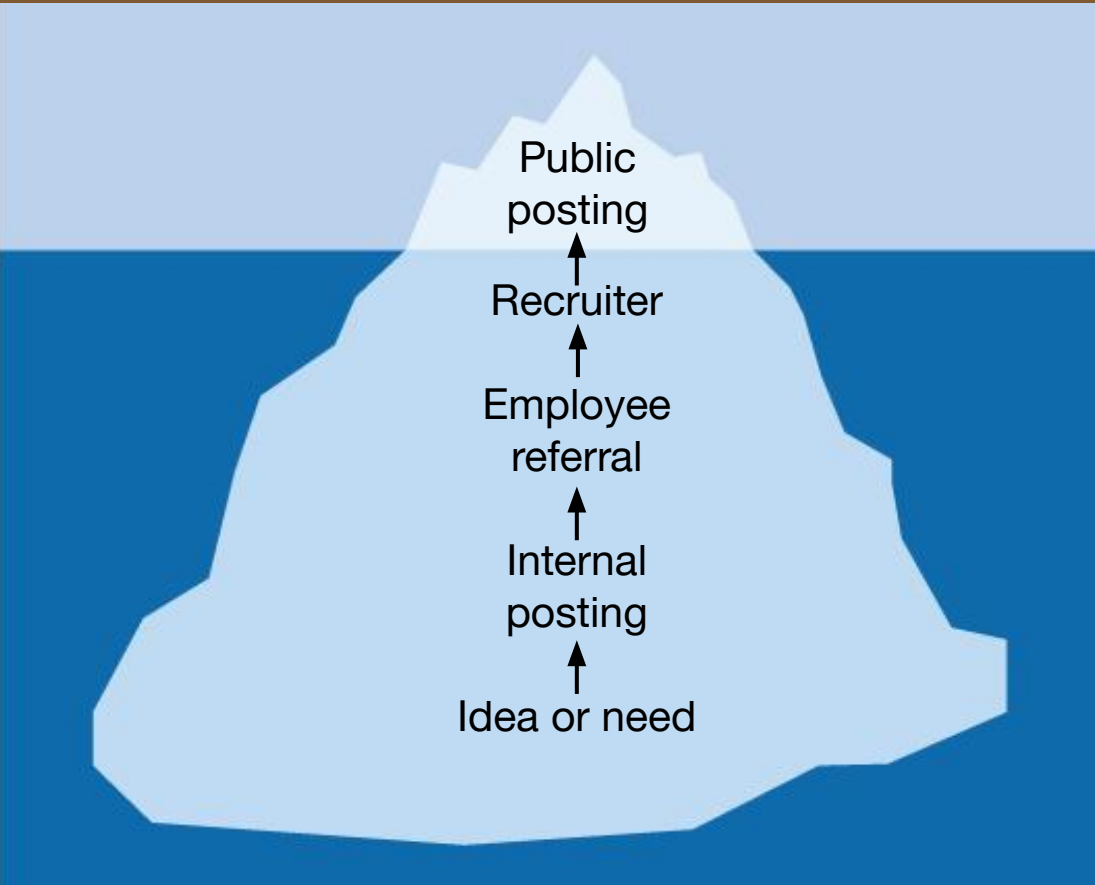
Internal
posting

↑

Idea or need

**How employers
typically fill jobs**

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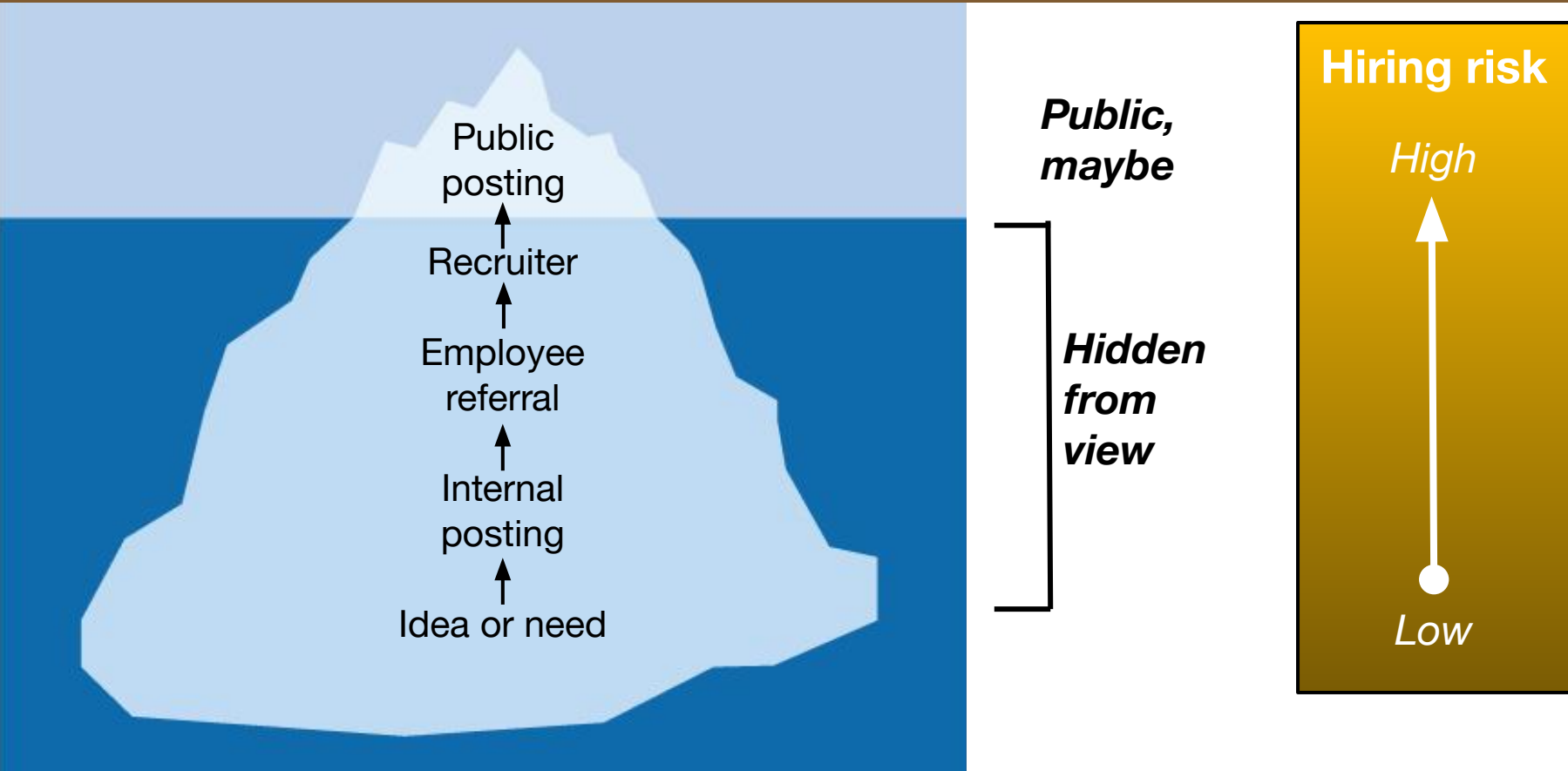
*Public,
maybe*

**How we
see jobs**

*Hidden
from
view*

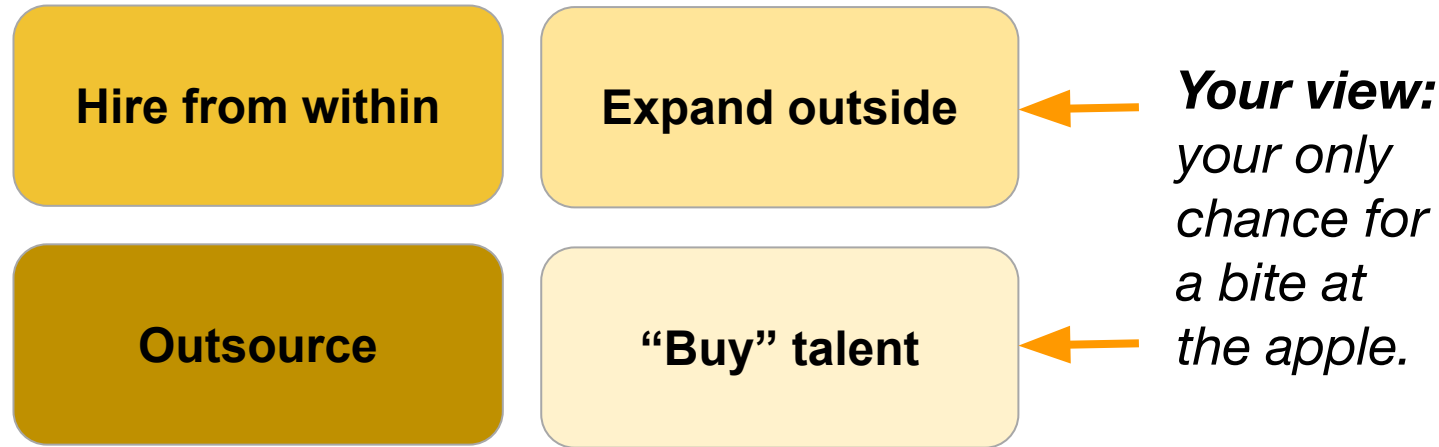
**How
insiders
see jobs**

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Employer options for filling new or open positions



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Employer view: manage hiring risk

Hire from within

Expand outside

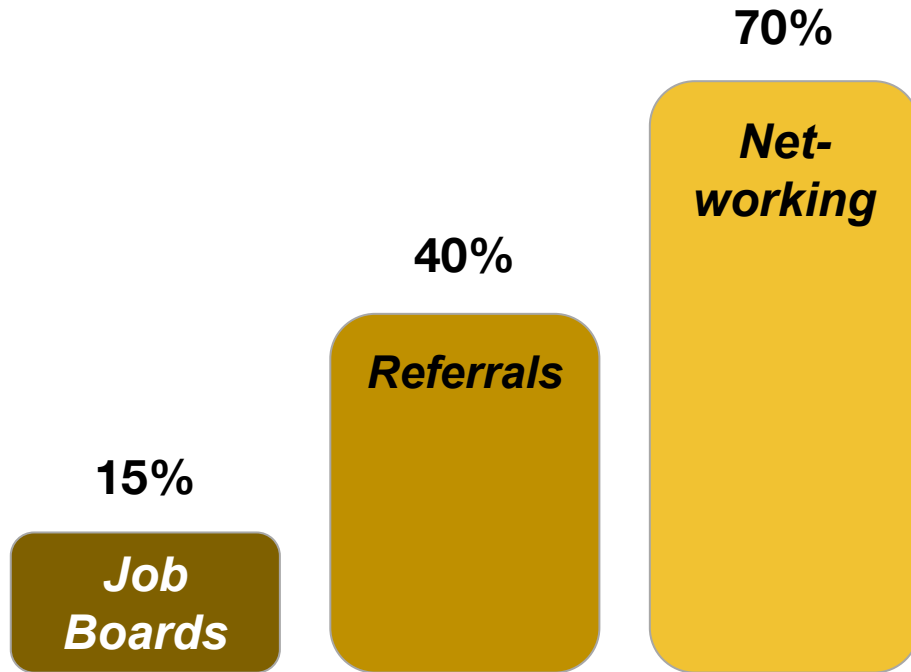
Outsource

“Buy talent”



20% more expensive to hire outside, unless risk can be eased

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How most people get jobs

Where would you spend the majority of your job search time and energy?

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How you look on a
Job Board



How you want
employers to see you

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How to get employers to “see” you..

- Start before a job is posted
- Get to know insiders
- Make your story about solutions
- Reduce hiring risk
- Volunteer
- Network, network, network
- Attend next week’s webinar!



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CITY of **BOSTON**

Mayor Martin J. Walsh

[PAY AND APPLY](#) [PUBLIC NOTICES](#) [FEEDBACK](#) [TRANSLATE](#)



Last updated: 9/16/19

JOB RESOURCES FOR SENIORS

Get connected to job and re-training programs in the City of Boston.

Have questions? Contact:

[AGE-FRIENDLY BOSTON](#)

ANDREA BURNS, AGE-FRIENDLY
DIRECTOR



ANDREA.BURNS@BOSTON.GOV



617-635-4877

[RESOURCES FOR OLDER ADULTS](#) [MORE RESOURCES](#) [OUR PARTNERS](#)

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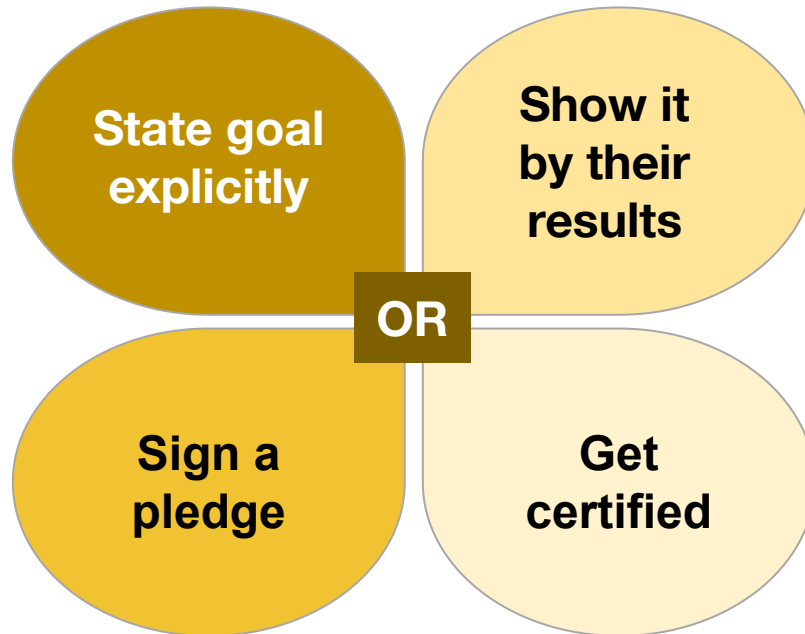
If this feels like
your job search
experience...

Shift your focus to

**Age-Friendly
Employers**

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How do you know an employer is Age-Friendly?



*"Looking for love
in all the ~~wrong~~
RIGHT places!"*

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Check out Age-Friendly Employer lists

- AARP Employer Pledge Program
<https://www.aarp.org/work/job-search/job-seeker>
- Operation ABLE Age-Friendly Employers
<https://operationable.net/able-friendly-employers>
- Age-Friendly Foundation Certified Age-Friendly Employers (CAFE) Program
<https://www.agefriendlyfoundation.org/success-stories>
- Age-Friendly Advisor
<https://www.agefriendly.com/jobs>

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Clues to an age-friendly employer

- Website & job descriptions say it out loud
- “Age” is part of Diversity, Equity & Inclusion
- People on their website look like you
- People you meet there are age-diverse
- No application questions that reveal your age
- Training & development open to all employees
- Flexible work and workplace arrangements
- Reverse mentoring or mutual mentoring programs



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“New blood”

“Digital native”

“High energy”

“Young company”

“Culture fit”

“Over qualified”

“3-5 years of experience”

“Salary history”

“Modern work methods”

“Must know MS Office”

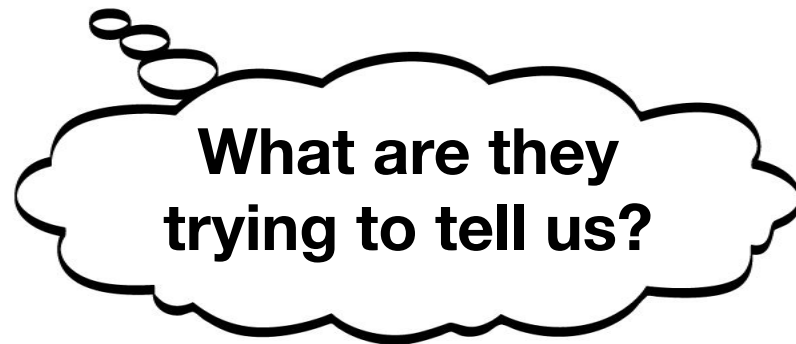
“GPA of 3.5 or higher”

“Recent graduate”

“Graduation date”

“Meals included”

“Reliable transportation”



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Age diversity drives performance

- Greater the diversity, better the bottom-line performance
- Higher productivity in both younger & older employees
- Reduced turnover & related costs
- More creative teams & higher overall innovation



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QUESTIONS?

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RESOURCES

Recording & Slides

***50+ Job Seekers
Networking Group***

***Jobcase Community
Group***

Other Resources

MASTERING THE JOB SEARCH *FOR PEOPLE OVER 50*

NEXT WEBINAR

Tell Your Friends & Colleagues

Register at aarp.org/ma

Webinar 3

**Making Friends With
and Through
Networking**

June 3

One Last Thing...

Please use the Chat to tell us:

1. On a scale from 1 to 10, how useful was this session for you?
2. Anything else you'd like to tell us?

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Help Us To Help You:

3 Questions:

How Did This Work for You?

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