

# MASTERING THE JOB SEARCH *FOR PEOPLE OVER 50*





# MASTERING THE JOB SEARCH *BROUGHT TO YOU BY:*



**AGE+**



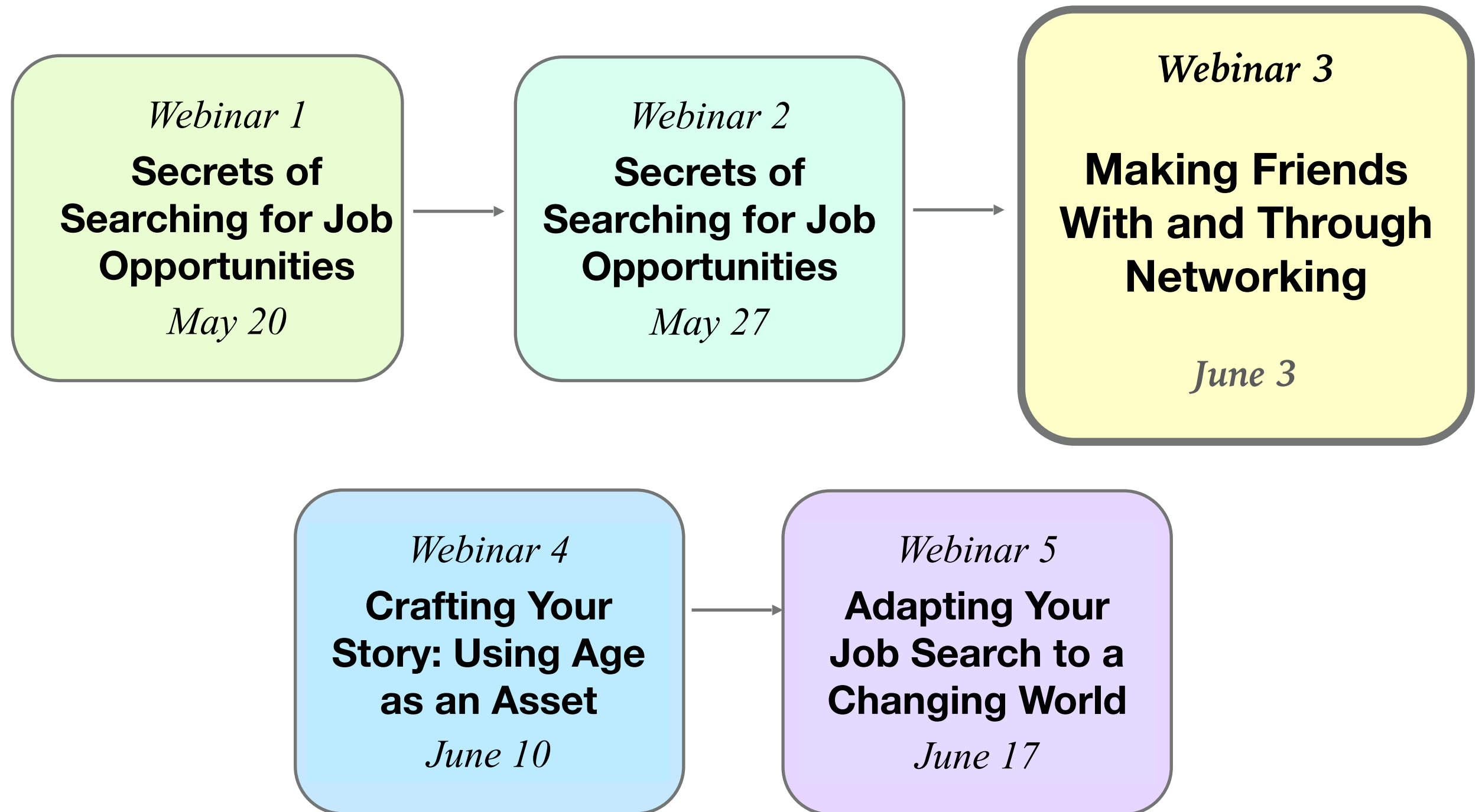
City of Boston  
Age Strong Commission  
Mayor Martin J. Walsh



**Executive  
Office of  
Elder  
Affairs**



# MASTERING THE JOB SEARCH *FOR PEOPLE OVER 50*



# MASTERING THE JOB SEARCH *FOR PEOPLE OVER 50*

*TOPIC*

## **Making Friends with and Through Networking**

*Doug Dickson*  
*ENCORE BOSTON NETWORK*

*Stephanie Legatos*  
*VISIBLE YOU*

*WRAP-UP*

## **Next Steps Assessment**

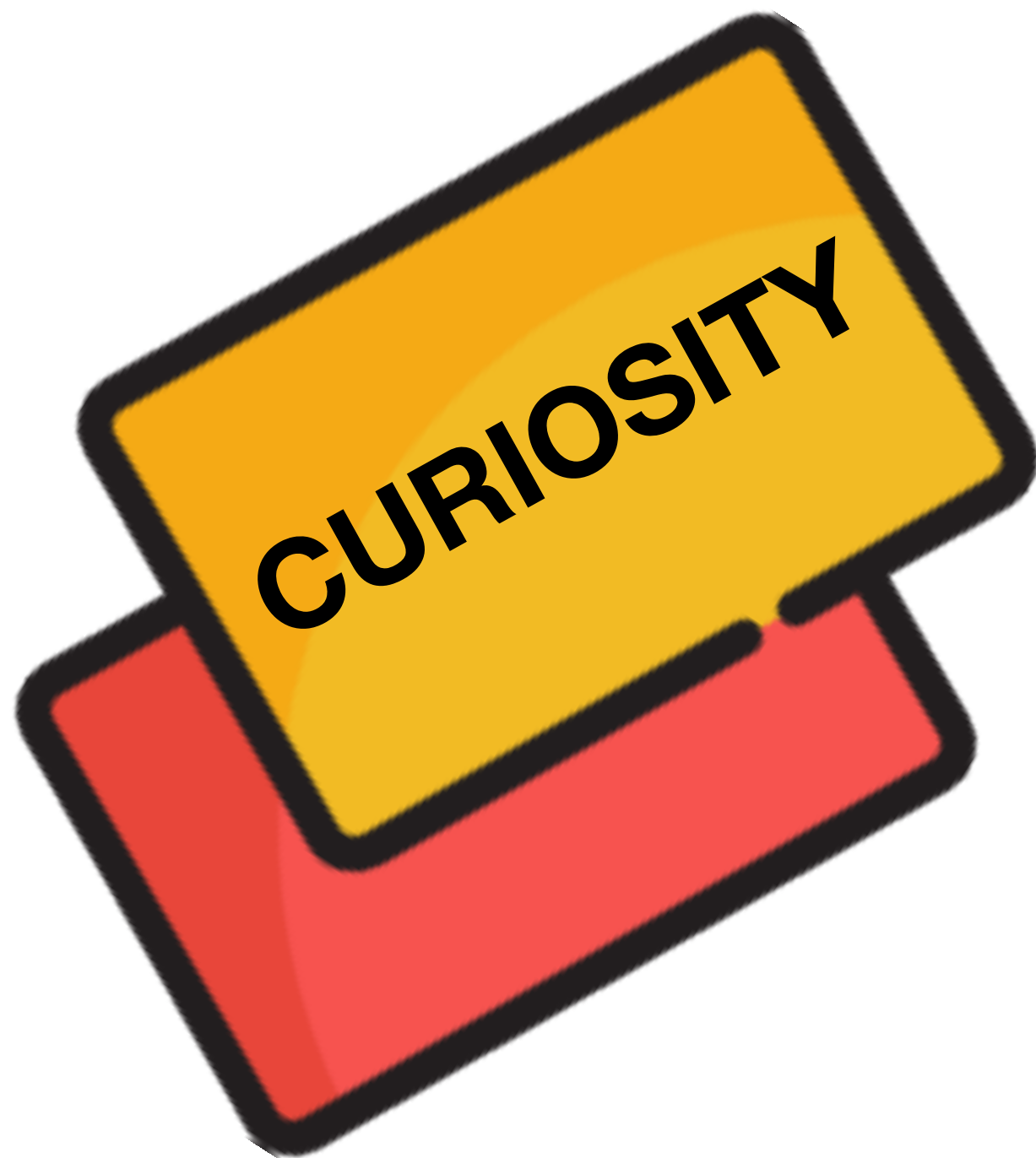
*Kendra Mrozek*  
*ENCORE BOSTON*

# MASTERING THE JOB SEARCH *FOR PEOPLE OVER 50*



*MAKING FRIENDS WITH & THROUGH NETWORKING*

# MASTERING THE JOB SEARCH *FOR PEOPLE OVER 50*



What does this word  
have to do with  
networking?

*Chat your answer  
into the Chat box*

# MASTERING THE JOB SEARCH *FOR PEOPLE OVER 50*



*Another round:*  
**What does this word  
have to do with  
networking?**

*Chat your answer  
into the Chat box*



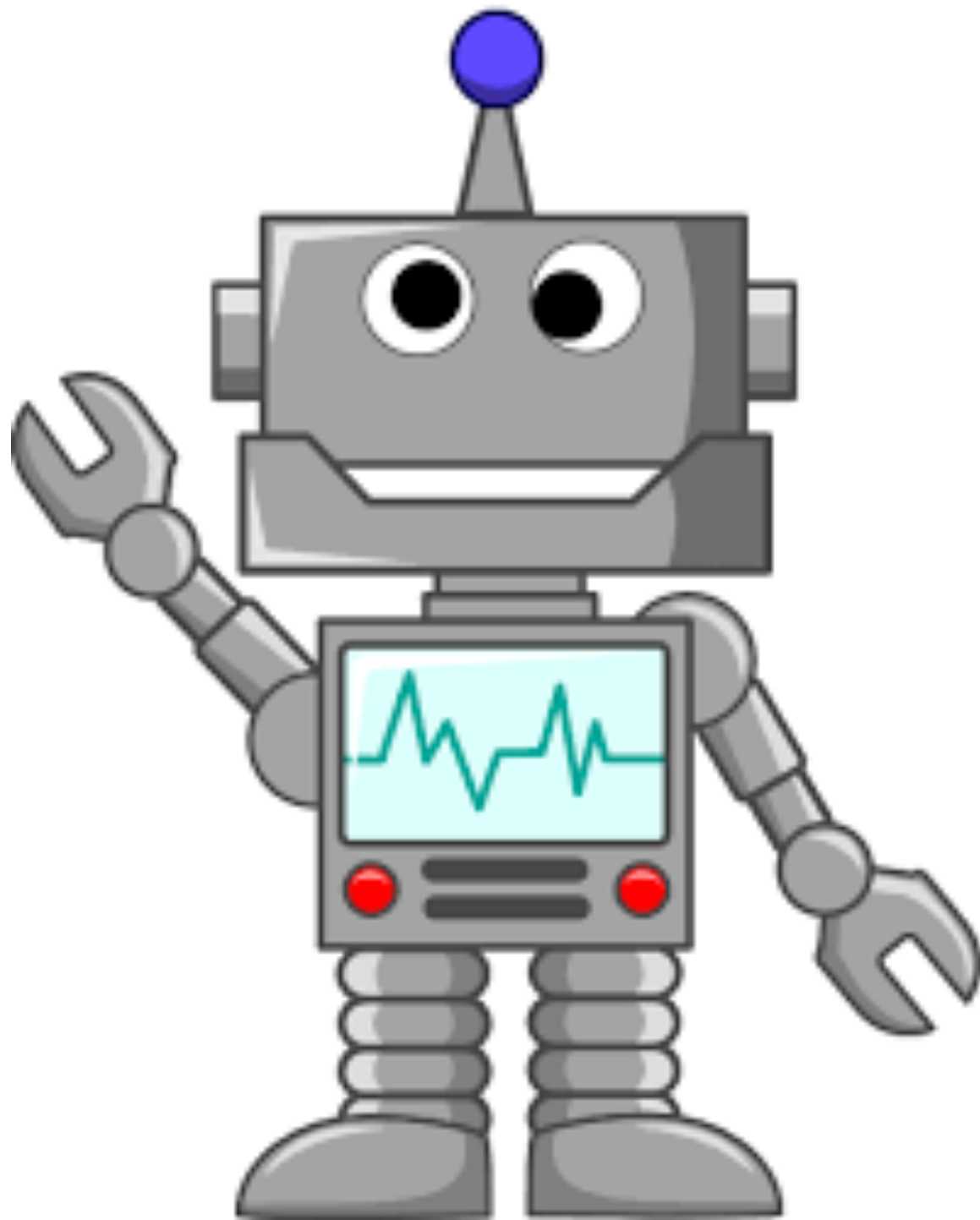
# MASTERING THE JOB SEARCH *FOR PEOPLE OVER 50*

## Making Friends With & Through Networking





# MASTERING THE JOB SEARCH *FOR PEOPLE OVER 50*



*WHY?*

Networking is an effective work-around

**IT'S HELPS YOU  
COMPENSATE  
FOR THE ROBOTS**

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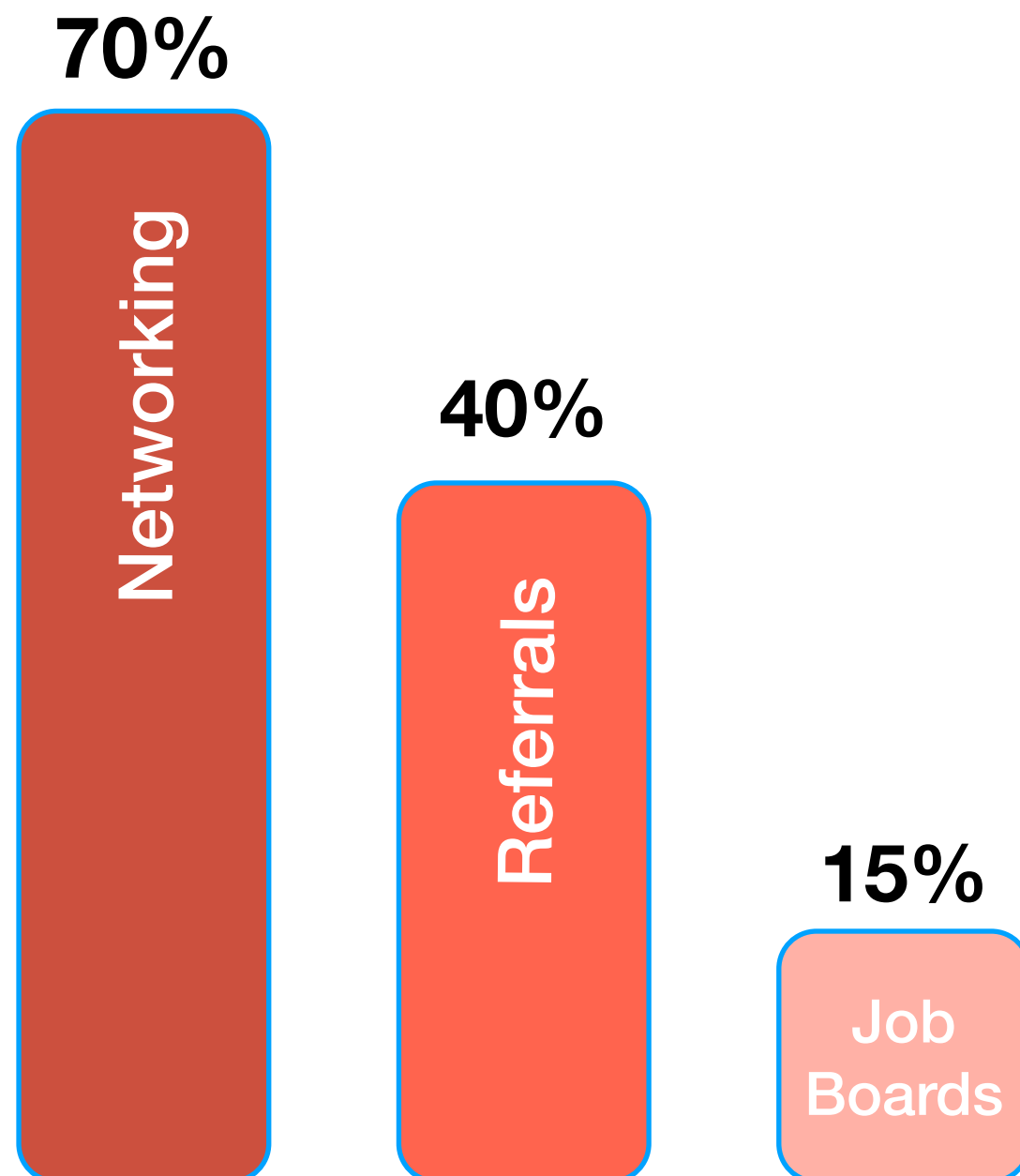
*WHY?*

Networking  
creates access

**IT OPENS  
DOORS TO  
THE HIDDEN  
JOB MARKET**

*And reduces  
hiring risk*

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*WHY?*

Networking  
gets results

**IT'S HOW A  
MAJORITY OF  
JOBS GET FILLED**



# MASTERING THE JOB SEARCH *FOR PEOPLE OVER 50*

*WHY?* Networking pays off

VISIBILITY

CONNECT-ABILITY

CHANCE-ABILITY

CREDIBILITY

# MASTERING THE JOB SEARCH *FOR PEOPLE OVER 50*

*WHY?* Networking exchanges value

## ***HABITUAL GENEROSITY***

<b><i>VALUE FOR YOU</i></b>	<b><i>VALUE FOR THEM</i></b>
Get advice	Affirm helpfulness
Learn info	Share info
Get referrals	Status as intermediary
Receive support	Promise of reciprocity
Strengthen bond	Strengthen bond

# MASTERING THE JOB SEARCH *FOR PEOPLE OVER 50*

**Check which of these you've done in the last year...**

★ Asked for a movie or book recommendation?

★ Consulted Trip Advisor or Yelp for restaurant reviews?

★ Asked about a good painter, plumber or other help at home?

★ Requested advice about buying a car or other major purchase?



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These are all networking activities

We network all the time

It's a natural part of our lives



**WHY DO WE FEEL DIFFERENTLY ABOUT  
JOB SEARCH NETWORKING?**

# MASTERING THE JOB SEARCH *FOR PEOPLE OVER 50*

## Here's what some people say about job search networking...

- ☐ I feel vulnerable
- ☐ I feel selfish
- ☐ It feels like begging
- ☐ I don't know what to ask for
- ☐ I feel like I can't repay
- ☐ I don't want to blow it
- ☐ It takes too much time
- ☐ It feels manipulative

# MASTERING THE JOB SEARCH *FOR PEOPLE OVER 50*

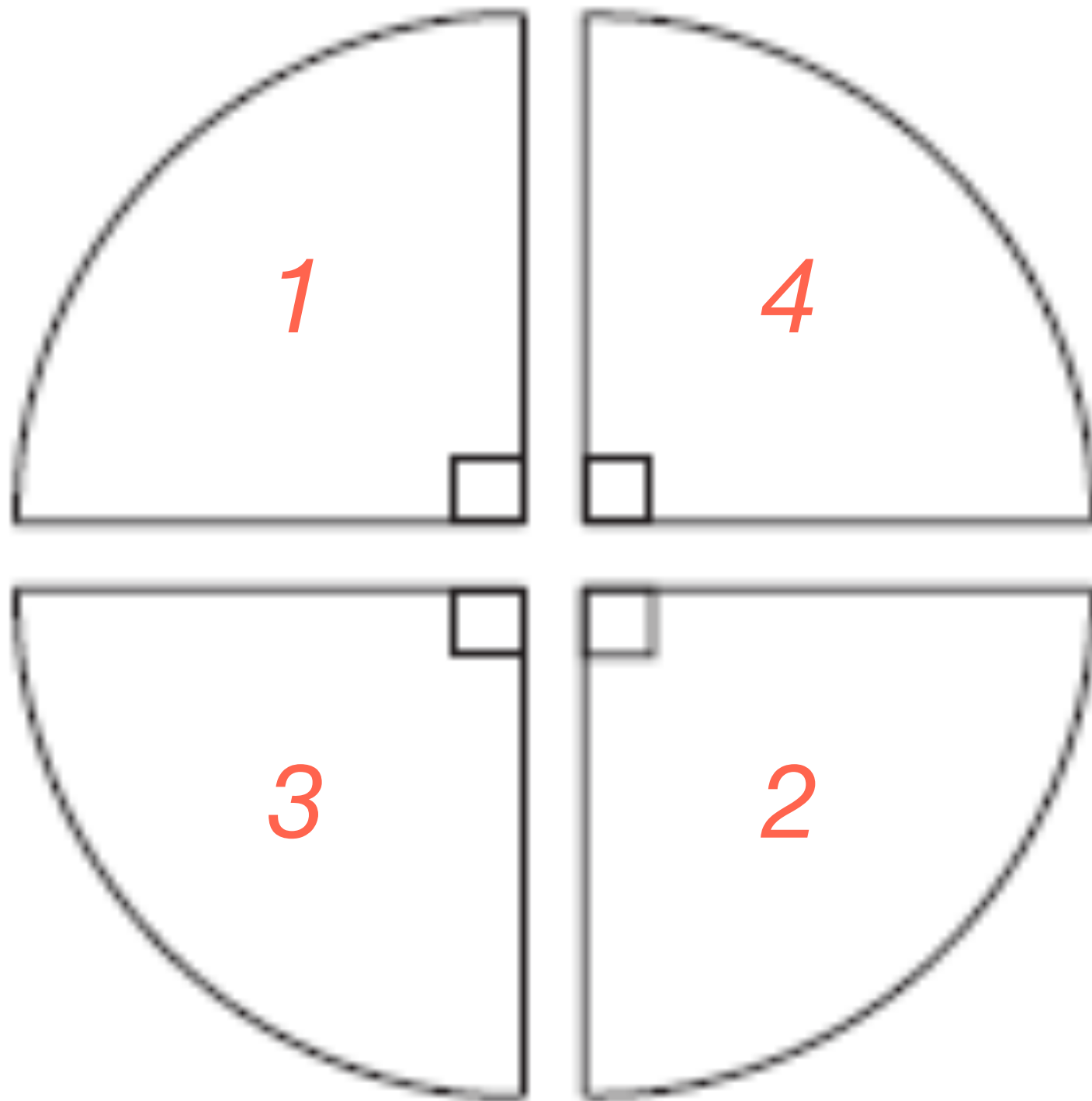
*WHY?* Networking exchanges value

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# MASTERING THE JOB SEARCH *FOR PEOPLE OVER 50*

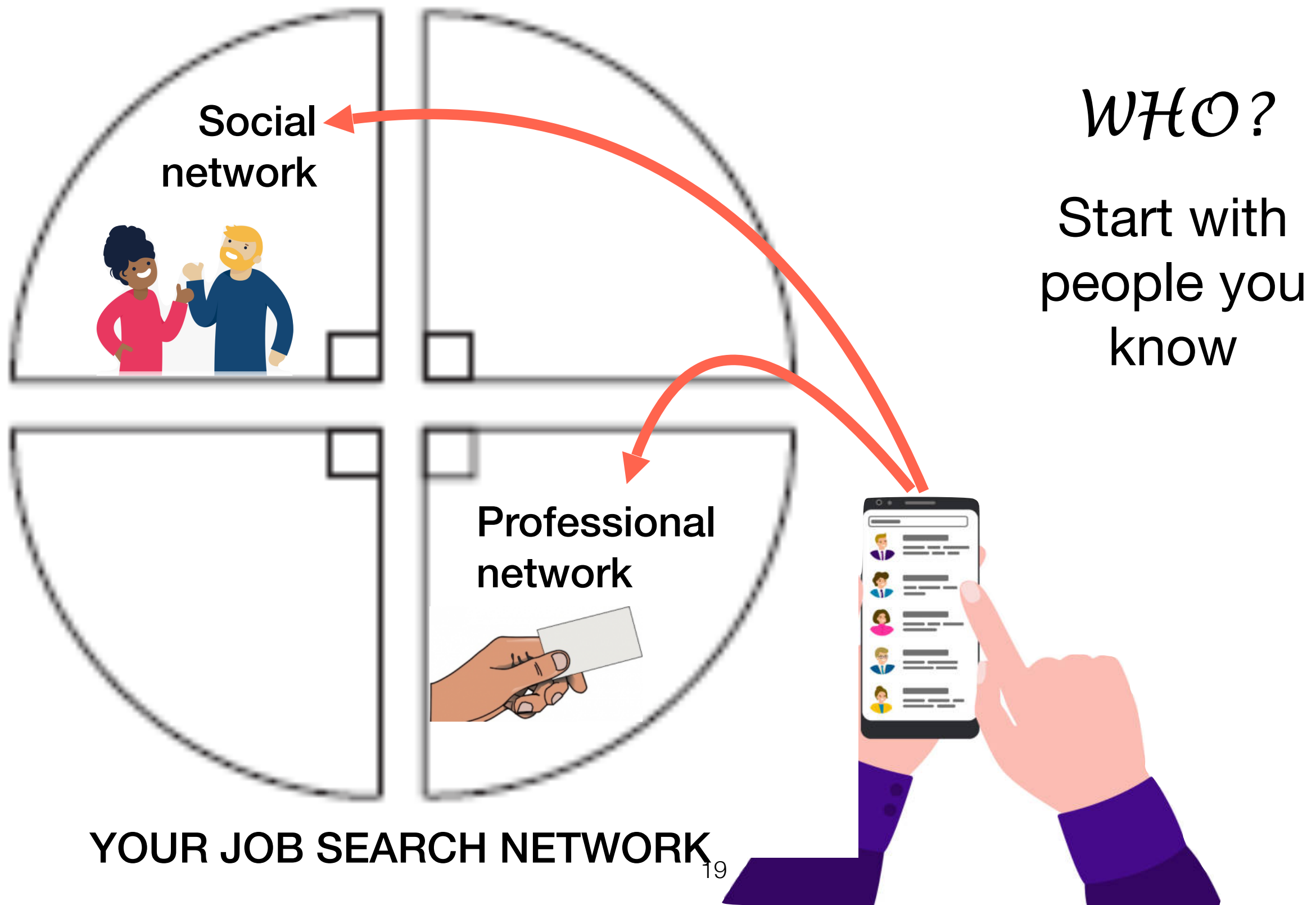


*WHO?*

Build your  
job search  
network in  
**4 WAYS**

YOUR JOB SEARCH NETWORK<sub>18</sub>

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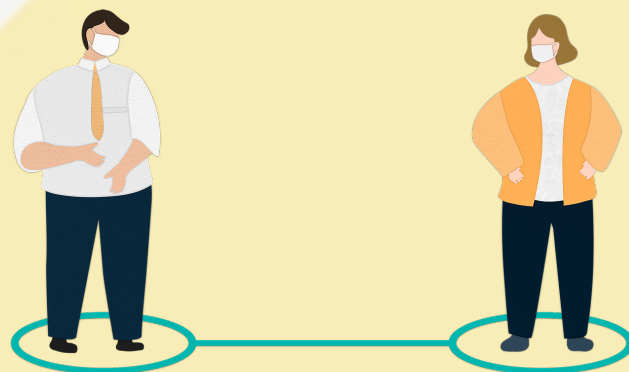


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WHO?

*ANGLE #1*

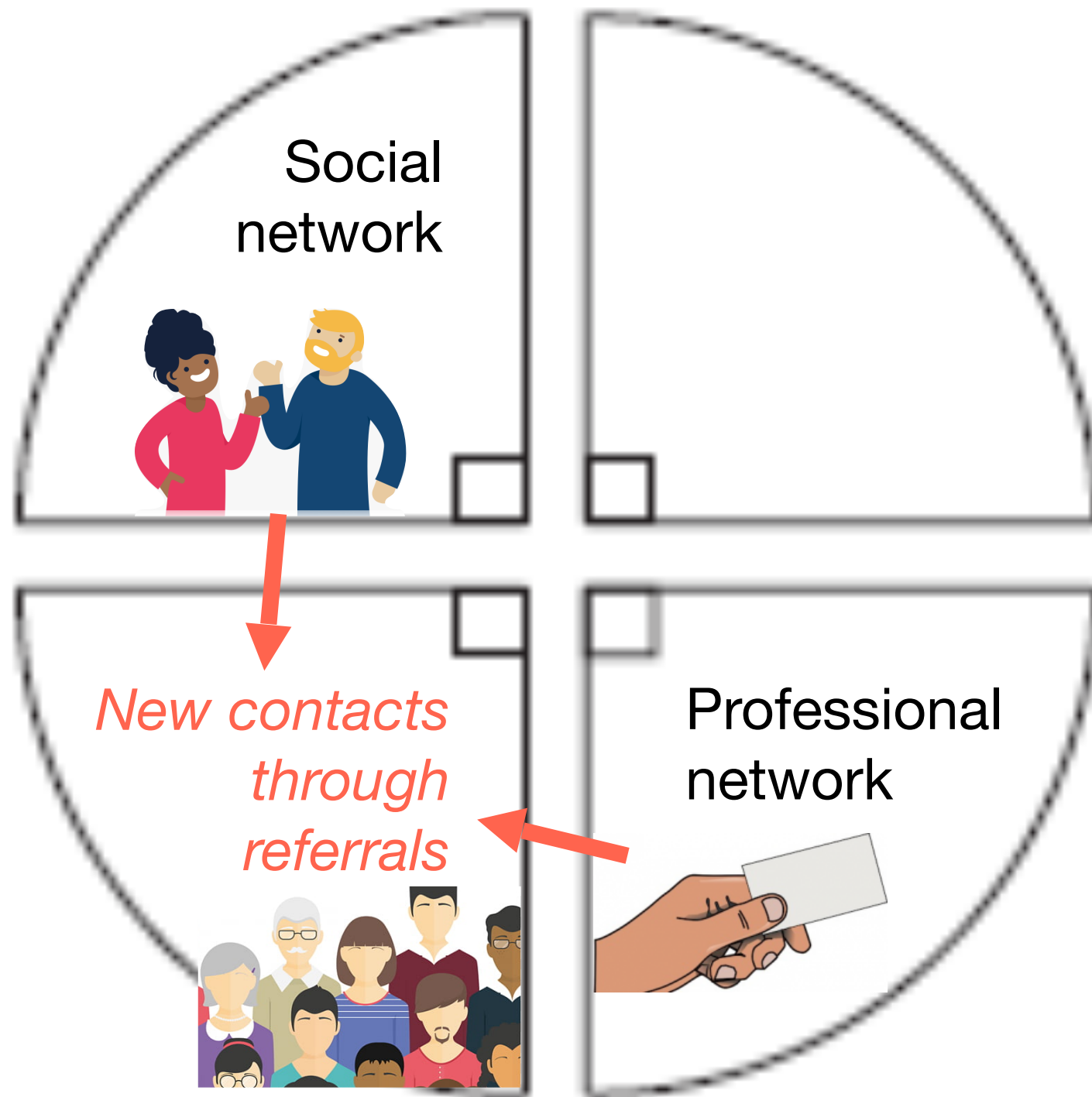
Your  
Whoville  
list



- ◆ Who will be candid
- ◆ Who knows you best
- ◆ Who won't pigeonhole you
- ◆ Who knows a lot of people
- ◆ Who has inside information
- ◆ Who sees possibilities
- ◆ Who will challenge you
- ◆ Who gives you energy
- ◆ Who will pick you up when you need it



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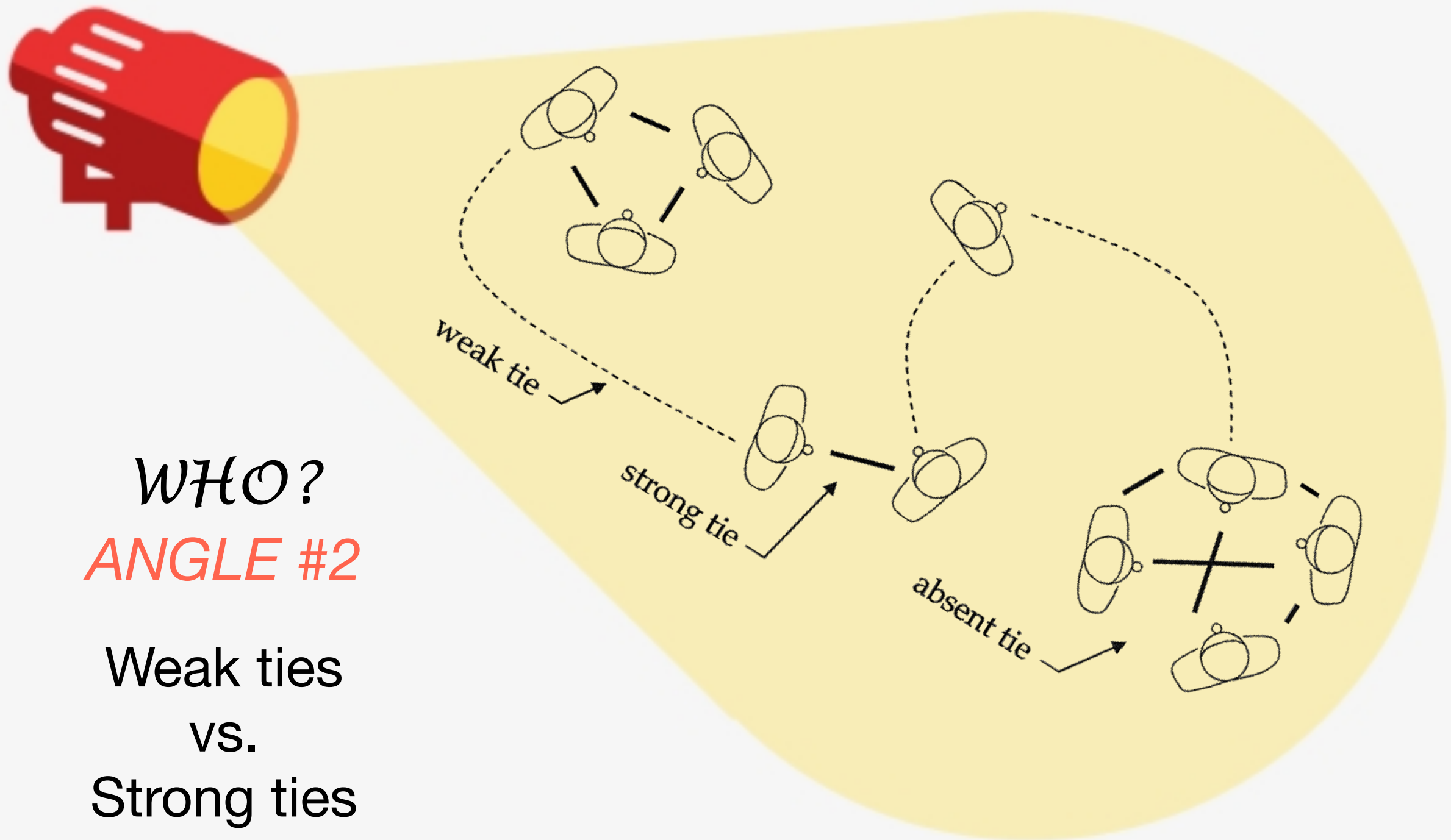
YOUR JOB SEARCH NETWORK<sub>21</sub>

*WHO?*

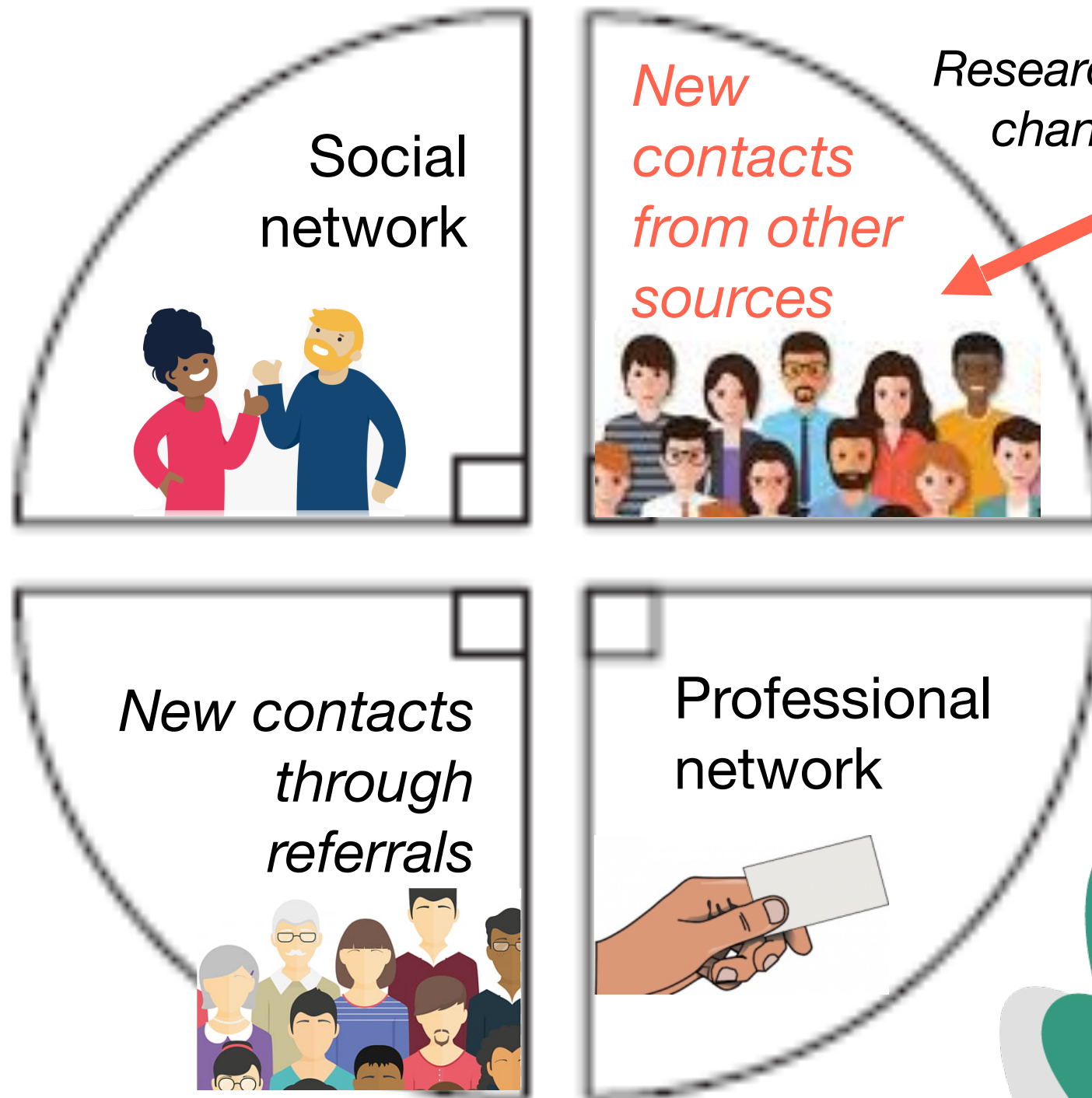
Then add referrals  
from inside out to  
grow your network



# MASTERING THE JOB SEARCH *FOR PEOPLE OVER 50*



# MASTERING THE JOB SEARCH *FOR PEOPLE OVER 50*



*WHO?*

Also, add to your network from the outside in

YOUR JOB SEARCH NETWORK



# MASTERING THE JOB SEARCH *FOR PEOPLE OVER 50*

“Mavens”  
*Information*



“Salespeople”  
*Influence*



“Connectors”  
*Referrals*



WHO?  
**ANGLE #3**

Gladwell's  
framework  
from *The  
Tipping Point*

# MASTERING THE JOB SEARCH *FOR PEOPLE OVER 50*

Gladwell

Weak ties

Whoville

Where to start?

**PRIORITY CONTACTS**



# MASTERING THE JOB SEARCH *FOR PEOPLE OVER 50*

*How* to network

**MAKE A PLAN & STICK TO IT**

**Be  
Organized**

**Be  
Strategic**

**Be  
Consistent**

# MASTERING THE JOB SEARCH *FOR PEOPLE OVER 50*

## HOW?

### GETTING ORGANIZED

- ★ Learn & assess
- ★ Resume, LinkedIn profiles
- ★ Who lists & priority contacts
- ★ Craft your story (next week)
- ★ Networking management
  - ✓ templates
  - ✓ tracking
  - ✓ thank you's
  - ✓ follow-up plan



# MASTERING THE JOB SEARCH *FOR PEOPLE OVER 50*

## How?

### STRATEGIC STAGING

- ★ Exploratory
  - ✓ Sowing seeds
  - ✓ Finding a job target
- ★ Lead development
  - ✓ Nurturing seedlings
  - ✓ Finding job leads
- ★ Specific job
  - ✓ Harvesting the crop
  - ✓ Finding a job



# MASTERING THE JOB SEARCH *FOR PEOPLE OVER 50*

*How?*

## STRATEGIC OUTREACH

- ★ Direct
  - ✓ One-on-one
- ★ Virtual
  - ✓ LinkedIn, social media
- ★ Groups
  - ✓ Professional
  - ✓ Regional
  - ✓ Industry
- ★ Indirect
  - ✓ Write or post articles
  - ✓ Discussion groups



# MASTERING THE JOB SEARCH *FOR PEOPLE OVER 50*

*How?*

## USE THE POWER OF LinkedIn

- ✓ Increase visibility
- ✓ Make connections
- ✓ Show up on Google
- ✓ Research employers
- ✓ Benchmark people
- ✓ Benchmark companies
- ✓ Benchmark industries
- ✓ Prepare for interviews



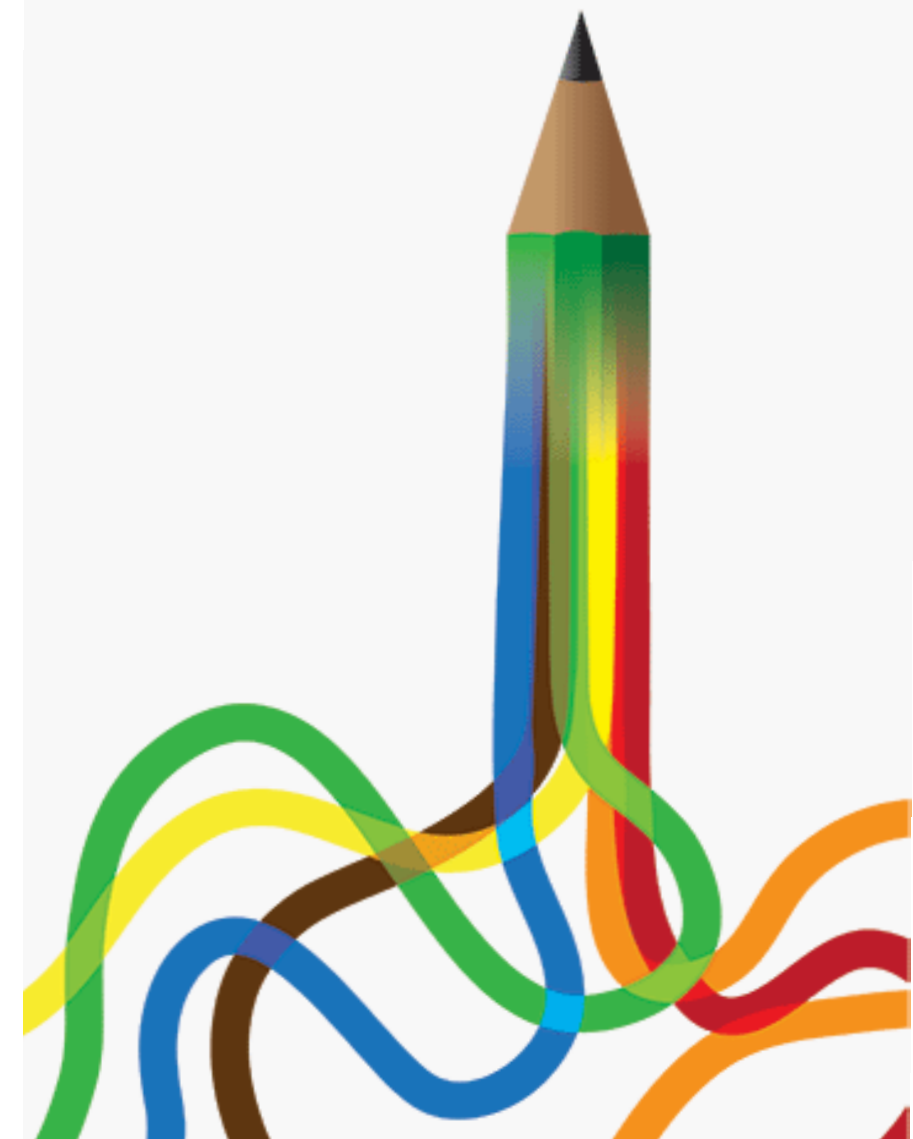


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*How?*

## LinkedIn PROFILE TIPS

- ★ YES to your picture
- ★ Get the HEADLINE right
- ★ SUMMARY: don't copy from resume
- ★ URL: customize with your name
- ★ Check SETTINGS so people see you
- ★ EXPERIENCE: all the good things
- ★ ATTACH all relevant items, not resume
- ★ PERSONAL INFO: don't overshare



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## How?

### LinkedIn NETWORKING TIPS

- ★ CONNECTIONS: the more the better
- ★ NOTIFICATIONS: actively respond
- ★ Don't hesitate to MESSAGE people
- ★ Deepen key contacts with follow-ups
- ★ CALLER ID: see who's looking at you
- ★ Join professional & other GROUPS
- ★ Post ARTICLES & comment on posts
- ★ TARGET companies that interest you
- ★ OFFER help or advice to build trust
- ★ Take contacts OFFLINE when useful



Your Contacts	2 degrees away	3 degrees away
170	26,200	Over 2 MM

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## HOW?

### STRATEGIC Q&A

**A** = Advice

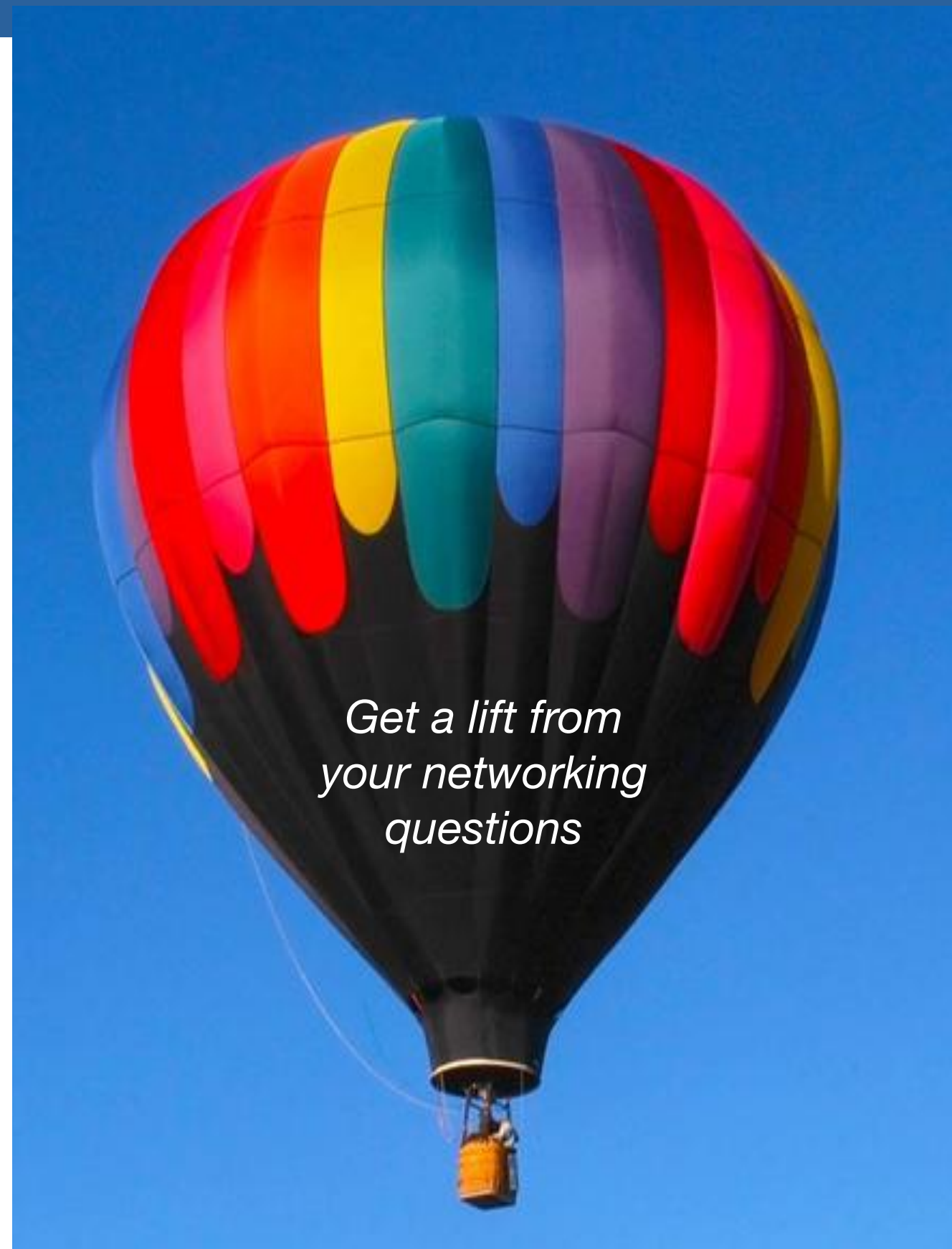
- ✓ “What do you think?”
- ✓ “What would you do?”

**I** = Information

- ✓ “What can you tell me?”
- ✓ “What are you hearing?”

**R** = Referrals

- ✓ “Who else should I talk to?”
- ✓ “Who knows about x?”



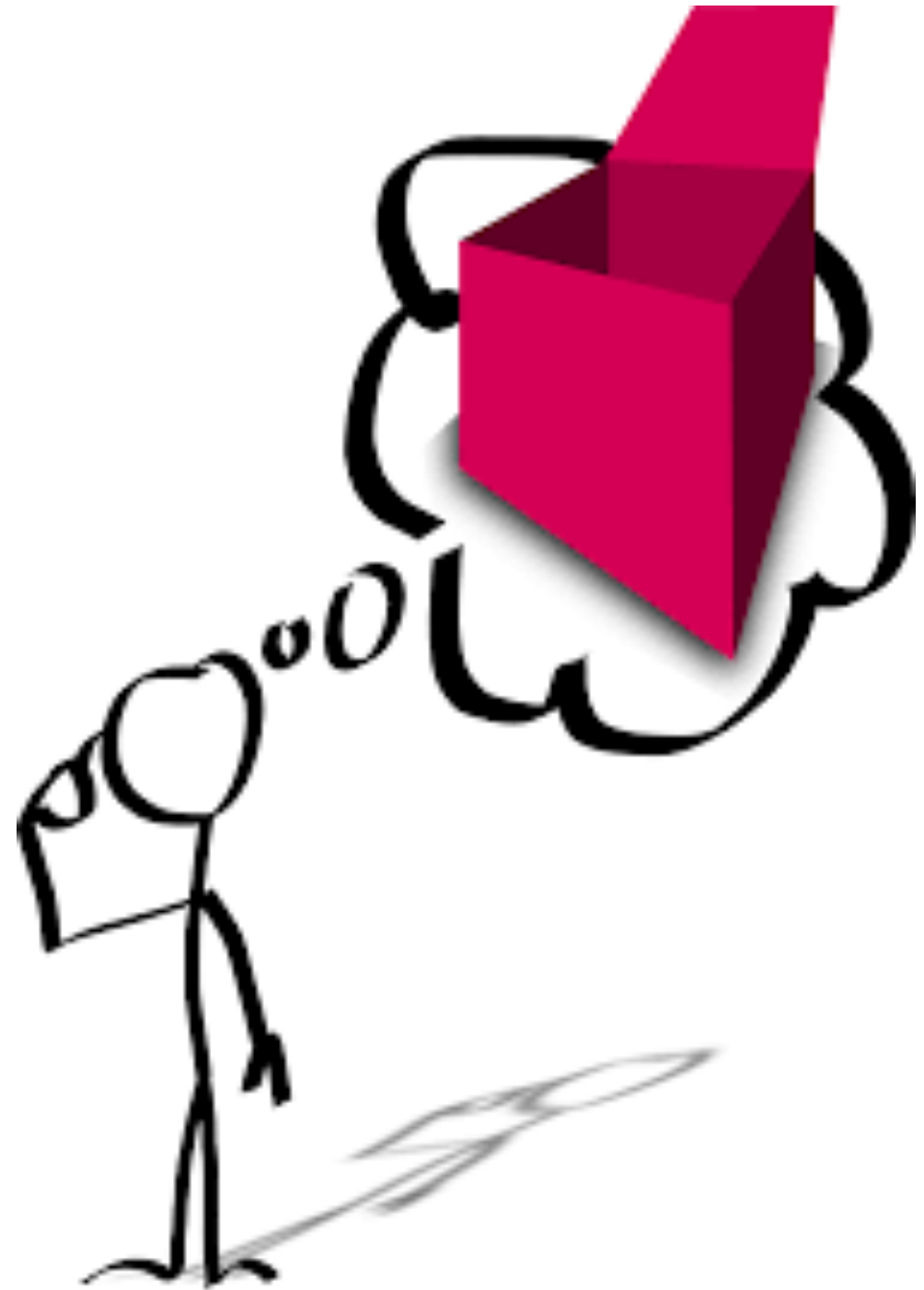
*Get a lift from  
your networking  
questions*

# MASTERING THE JOB SEARCH *FOR PEOPLE OVER 50*

*How?*

## GO ROGUE!

- ★ Think outside the box
- ★ Create opportunities for serendipity
- ★ Make your own luck



# MASTERING THE JOB SEARCH *FOR PEOPLE OVER 50*

*How?*

## STAY CONSISTENT

- ★ Make a schedule
- ★ Set goal for weekly contacts
- ★ Measure progress
- ★ Stay on message





# MASTERING THE JOB SEARCH *FOR PEOPLE OVER 50*

*How?*

**DON'T LET "STUCK"  
GET TO "STOP"**

- ★ Create an "Unstuck Board"
- ★ Keep your closest contacts in the loop
- ★ Ask for help

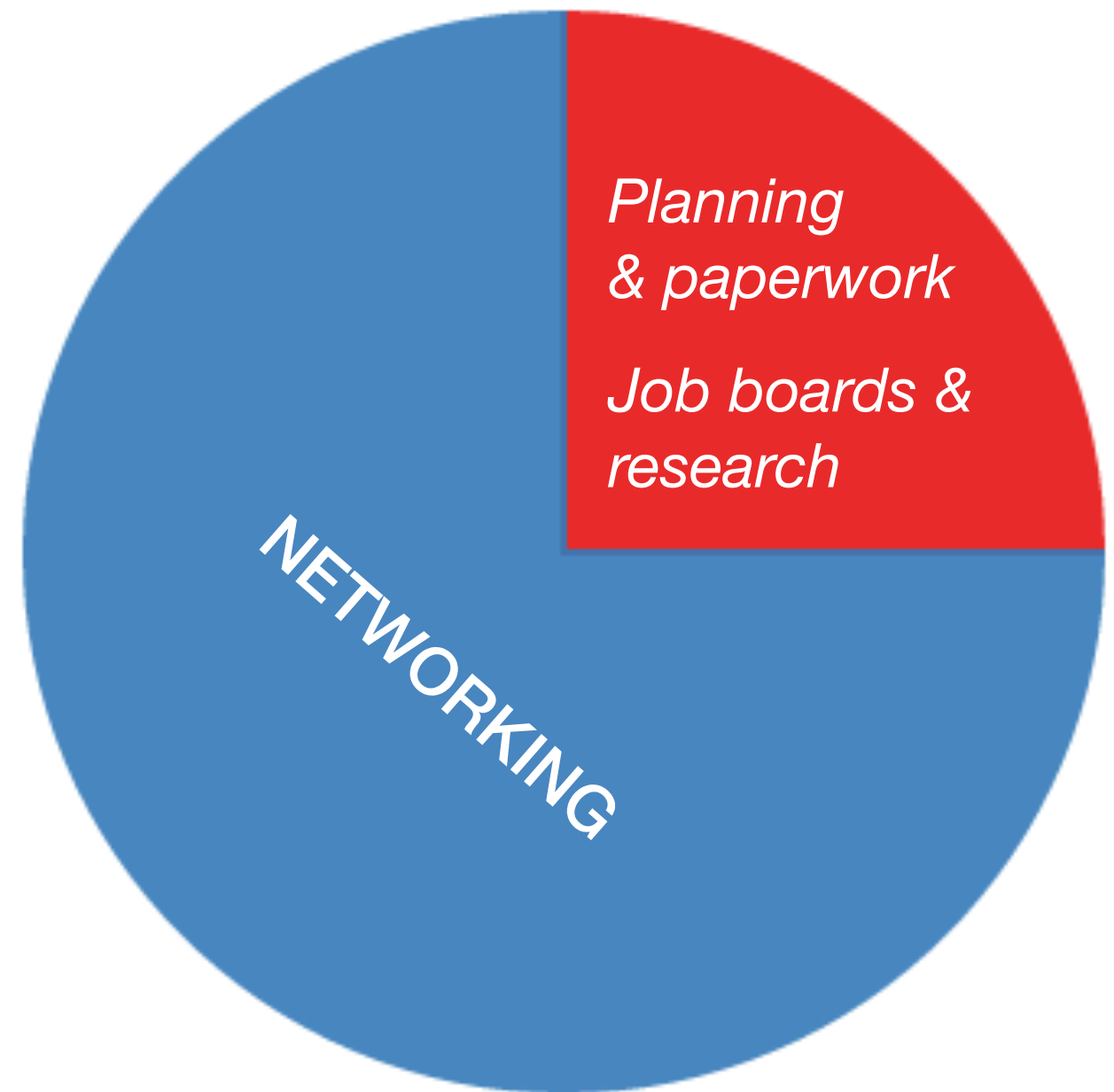


# MASTERING THE JOB SEARCH *FOR PEOPLE OVER 50*

*How?*

## ALLOCATE YOUR TIME WISELY

- ★ Take care of business
- ★ But focus most of your time on high-yield activity!





**Meet everything on your path with curiosity.**

**Pema Chodron, Buddhist nun, author, speaker**



# MASTERING THE JOB SEARCH *FOR PEOPLE OVER 50*

*The difference between stumbling blocks and steppingstones is how they are used.*

**What's one step you  
will take from today's  
webinar on networking?**



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## Resources

*Make Your Contacts Count*, Lynn Waymon & Anne Baber, 2007

“[Learn to love networking](#),” Tiziana Casciaro, et al., Harvard Business Review, 2016

“[Networking doesn’t have to be self-serving](#),” Rosabeth Moss Kantor, Harvard Business Review, 2020

“[Ten ways to use LinkedIn](#),” Guy Kawasaki, [GuyKawasaki.com](http://GuyKawasaki.com), 2007

*Superconnector* (habitual generosity), Scott Gerber & Ryan Paugh, 2018

“[The Strength of Weak Links](#),” Mark Granovetter, American Journal of Sociology, 1973

# MASTERING THE JOB SEARCH *FOR PEOPLE OVER 50*

## *RESOURCES (Coming to you tomorrow)*

*Recording & Slides*

*50+ Job Seekers  
Networking Group*

*Jobcase  
Community Group*

***[https://bit.ly/  
2zVbtg5](https://bit.ly/2zVbtg5)***



# MASTERING THE JOB SEARCH *FOR PEOPLE OVER 50*

## ***NEXT WEBINAR***

*Webinar 4*

**Crafting Your  
Story: Using Age  
as an Asset**

*June 10*

*Tell Your Friends & Colleagues*

*Register at [aarp.org/ma](http://aarp.org/ma)*



# MASTERING THE JOB SEARCH *FOR PEOPLE OVER 50*

THANK YOU!

A wide-angle photograph of a city skyline at dusk. The sky is a mix of blue and orange. The city features a variety of buildings, including several tall skyscrapers and many smaller, colorful brick buildings. The buildings are reflected in a body of water in the foreground, which is calm and still. The overall scene is peaceful and scenic.