

Ageless Career Search

Arapahoe/Douglas Works! Workforce Center
6964 S. Lima Street • Centennial, CO 80112
www.adworks.org

Arapahoe/Douglas
WORKS!
Workforce Center 
A proud partner of the **americanjobcenter** network

Thank you for viewing the online curriculum brought to you by Arapahoe/Douglas Works!

- If you have questions and/or would like to follow-up with a Career Services Advisor please fill out a brief form for a virtual consultation.
 - <https://fs8.formsite.com/adworks/form52/index.html>

Objectives

- Figure out what defines the generations
- Discuss the root cause of ageism and practical ways to minimize the effects
- Brainstorm unique ways to network and leverage social media
- Realize our professional worth in today's economy
- Discover how positivity can get you back to work faster and the habits to make it happen

Generations Defined

The Silent Generation

Pre 1945

Radio – Automobiles – Airplanes

World War II

Rationing

Fixed gender roles

Jobs are for life

Home ownership

Baby Boomers

1945-1965

Television – Cassette Tapes

Cold War

Post war boom

Civil Movements

Companies value workers

Job Security

Generations Defined

Generation

X

1966-1980

VCR – Personal Computers

Space Age

End of Cold War

Latch-key kids

“Portfolio” careers

Work-life balance

Millennials

1980-1995

DVDs – Mobile Technology

Columbine – 9/11 attack

Iraq Wars

Social media

Job hoppers

Freedom & Flexibility

Generations Defined

Generation Z

1996-2008

Virtual Reality – Automation

Loss of the “American Dream”

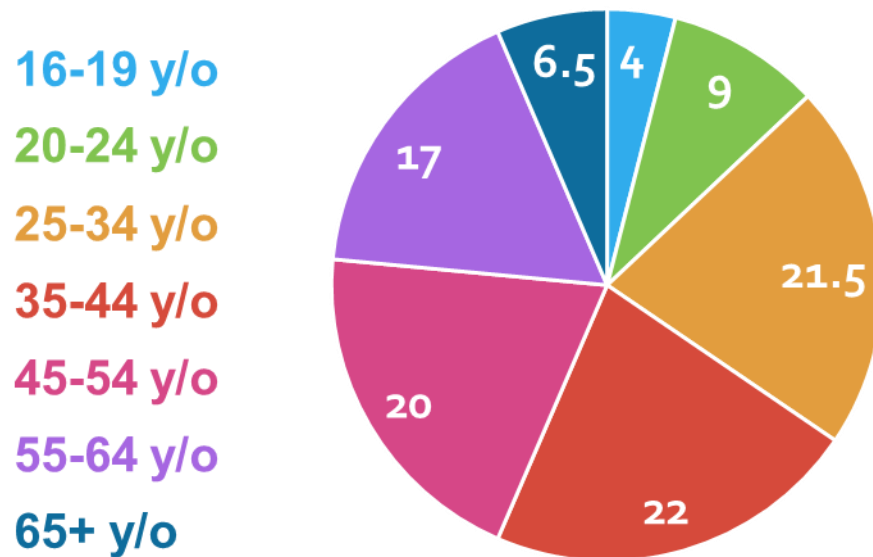
War on Terror

Screen Time

Fulfillment Careers

Education + Internships = Success

Age of Colorado Labor Force by Percentage



LET'S TALK ABOUT STEREOTYPES

Top 10 Negative **Stereotypes** Imposed on the Mature Worker

- 10. Have expensive expectations**
- 9. Are too conversational**
- 8. Are “workaholics” and expect everyone to be**
- 7. Don’t take feedback well**
- 6. Are stuck in their ways**
- 5. Won't stick around due to retirement**
- 4. Don’t have the energy to be ambitious**
- 3. Are not accepting of change**
- 2. Don’t learn as quickly**
- 1. Are not tech savvy**

Top 10 Negative **Stereotypes** Imposed on the Young Worker

- 10. Poor communication skills**
- 9. Book smart – no “real” experience**
- 8. Never want to grow up**
- 7. Lack loyalty**
- 6. Technology dependent**
- 5. Not accepting of mentors**
- 4. Habitual job-hoppers**
- 3. Work to live – vacations / days off**
- 2. Poor work ethic**
- 1. Entitled – set the bar too high**

You might be asking yourself,
“What can be done?!”

Our: Resume
Cover Letter
Application

The Way We: Network
Job Search
Interview

Changing the way we Communicate

“It is not the strongest of the species that survives, nor the most intelligent, but **the one most responsive to change.**”

~ Charles Darwin (1809 — 1882)

Practical ideas for your: **Resume, Cover Letter, and Applications**

- Have a polished social media brand
- Salary research
- Work history and internships for the past 10 - 15 years
- Leave out graduation dates
- Avoid stating how many total years of experience you do or do not have
- Pursue current training
- Email address (stan1963@aol.com)
- Cut words/phrases like: Seasoned, Young Professional, Long Track Record, etc.
- Add words like: Flexible, IT Savvy, Dedicated, etc.

Changing the way we Communicate

“At some point if your bait isn’t working, it’s **time to change** the bait.”

Practical ideas to: **Network, Job Search, and Interview**

- Have a neutral look for interviews/networking
- Balance your use of technology
- Leave out statements like, "My suit is probably older than YOU."
- MOCK INTERVIEW!
- Avoid talking too much or not enough
- Know what you want by taking career assessments
- Highlight unique soft skills and/or work ethic that aren't typical for your generation
- Join/participate in groups
- Nothing beats face-to-face communication

Changing the way we Network



Lets get **creative** with social media!

- Get involved in discussion groups, post articles, get advice; stay active
- Request/Give recommendations
- Reconnect with previous supervisors and coworkers
- Make it a game to increase your views:
 - ✓ Get profile to “All-Star” status
 - ✓ Make as many quality connections as possible
 - ✓ Utilize keywords/skills within your profile
 - ✓ ADD PICTURES (it makes you 11 times as likely to get clicked on)
 - ✓ Track your weekly stats
 - ✓ Add your profile URL to your targeted resume and email signature

- Increase your following
 - ✓ Post regularly
 - ✓ Things that show you’re “in the know”
 - ✓ Ask your friends and connections to follow you
- Follow the right companies/people

Expensive Expectations



20 years of
experience

=



Postings want
5+ years

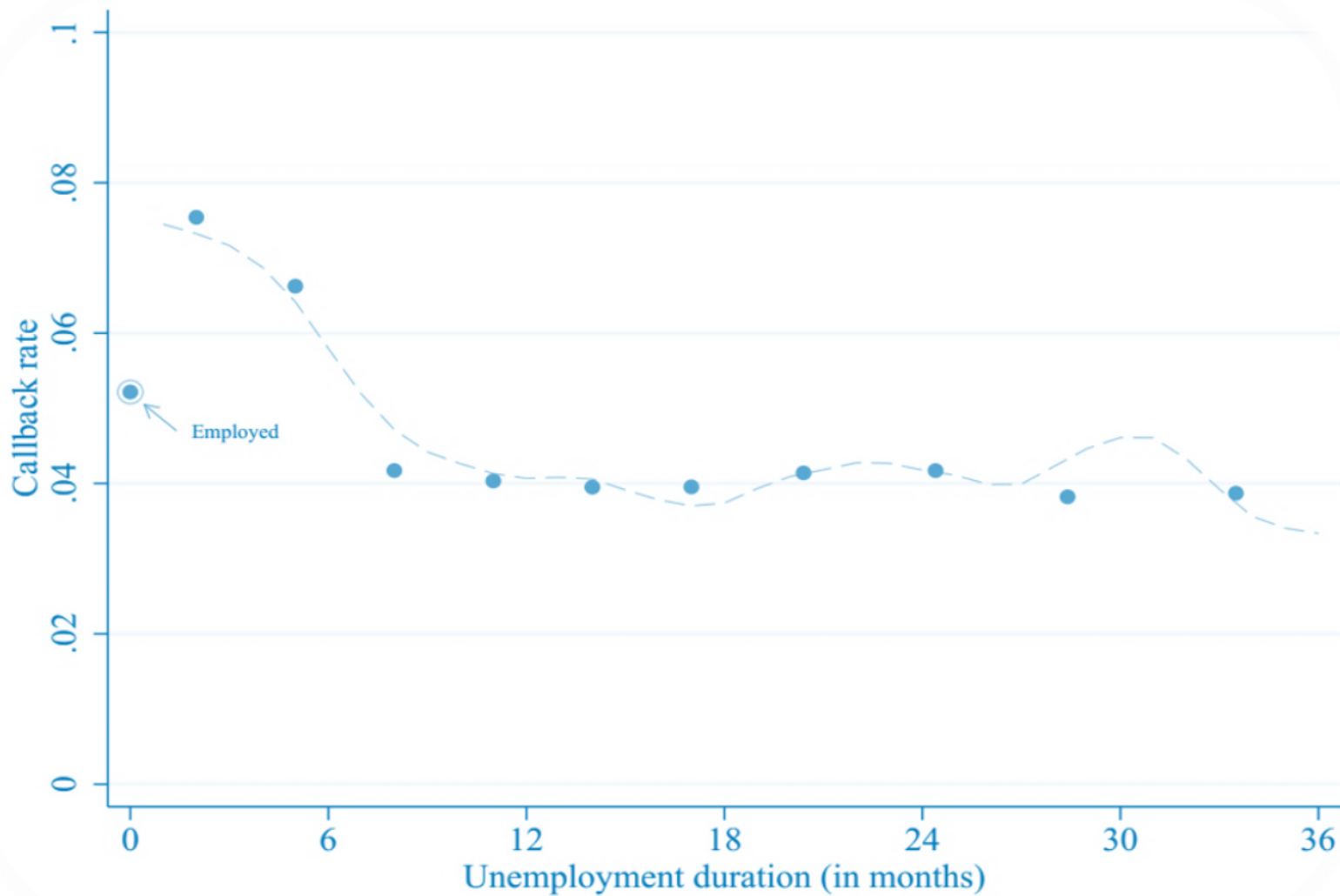
=



When we fall off the corporate ladder or just starting a new career...

- Don't hold out! Take that not-so-ideal job (remember it's easier to find a job if you have a job)
- Prove your worth and get promoted
- Always keep in mind, you can look for that dream job while you are working
- Pursue all the training/education you can
- Determine if lifestyle changes are needed

... we can't just levitate back to the same rung or just start at the top



University of Chicago

How Can We Stay Positive

The Happiness Advantage by Shawn Achor

Created positive habits by repeating these daily tasks for four weeks:

- Jotted down three things they were grateful for in their life
- Wrote a positive message to someone in their life
- Wrote about one positive thing that happened in the last 24 hours
- Meditated at their desk for two minutes
- Exercise for 10 minutes

Happiness can become habitual!

**Happiness Leads to Success,
Not the Other Way Around**

Positive stereotypes

Mature workers are perceived as being:

- Reliable
- Professional
- Good Listeners
- Organized
- Hard Working
- Loyal
- Good Leaders
- Knowledgeable

Young workers are perceived as being:

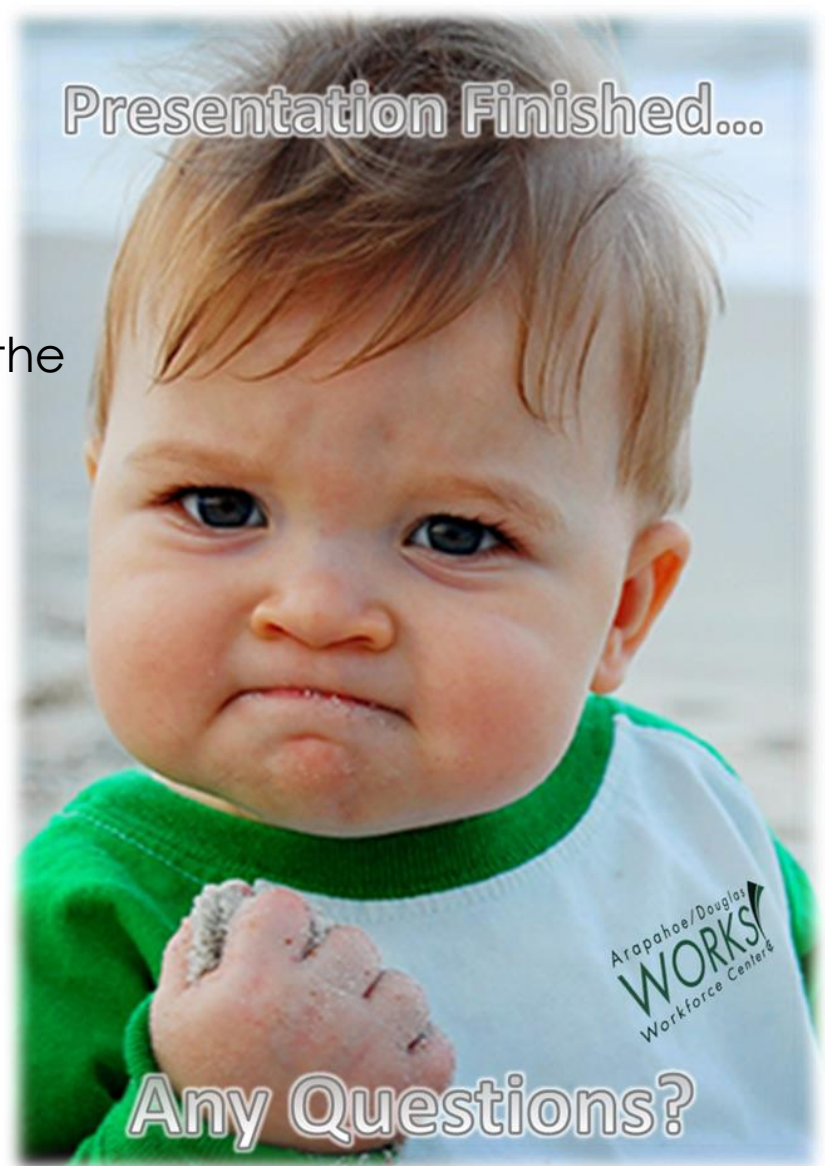
- Technology Savvy
- Motivated
- Educated
- Philanthropic
- Team Players
- Innovative
- Optimistic
- Flexible

Presentation Finished...

Please take this time to complete the
Workshop Evaluations

1 is a low score
5 is a high score

Thank you for your time!



Any Questions?