

Ageless Career Search

Arapahoe/Douglas Works!
Workforce Center
www.adworks.org
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X @adworks303

in Arapahoe/Douglas Works!

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Thank you for choosing to attend our
Ageless Career Search
workshop brought to you by the
Arapahoe/Douglas Works! Facilitation team.

We facilitate all our workshops as if they are in a live classroom setting. For virtual workshops please be respectful and mindful of your camera if your video is on.

“To ensure compliance with current A/D Works! And Arapahoe County IT policies for virtual platform use and information storage, attendees are asked **not to use** AI tools to capture notes during any of our workshops currently.”

Objectives

- Identify 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 # 1

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 #2 (continued)

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 #3 (continued)

Generation Z

1996-2009

- Virtual Reality – Automation
- Loss of the “American Dream”
- War on Terror
- Smart Phones – Screen Time
- **Fulfillment Careers**
- **Education + Internships = Success**



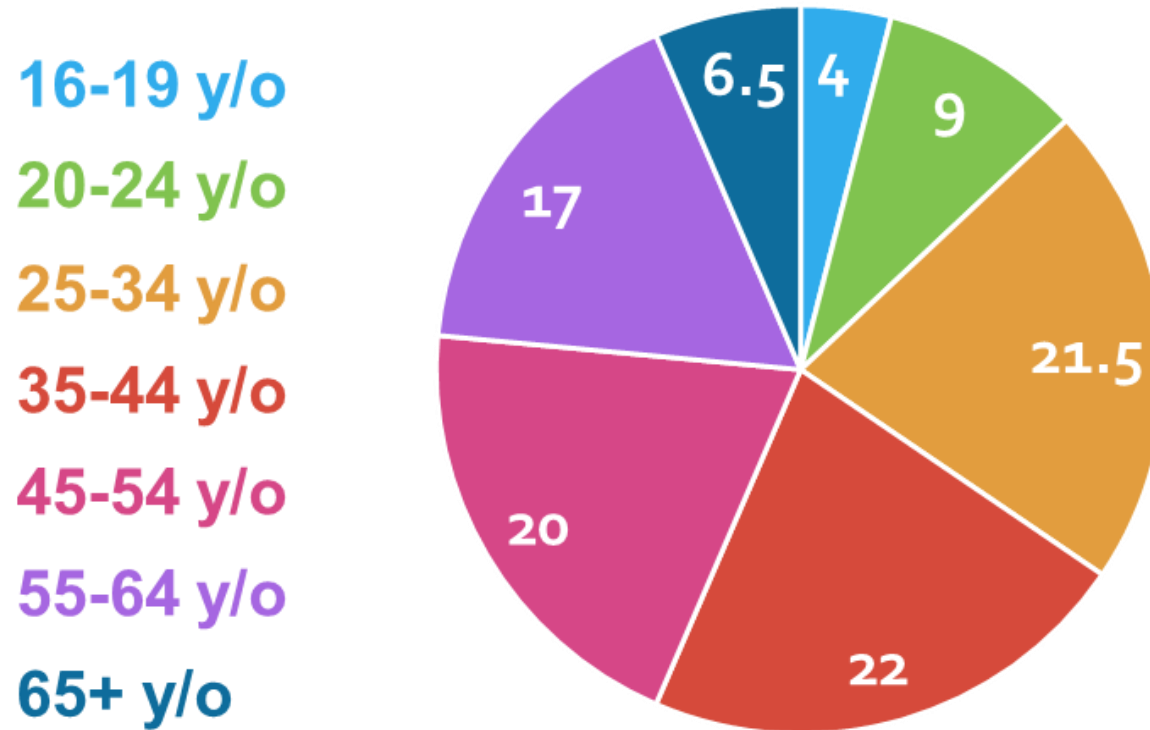
Generation Alpha

2010-2024

- COVID-19 Pandemic
- School: Remote Learning
- Artificial Intelligence (AI)
- On-line from Birth
- **Careers & Jobs: To be determined**



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...

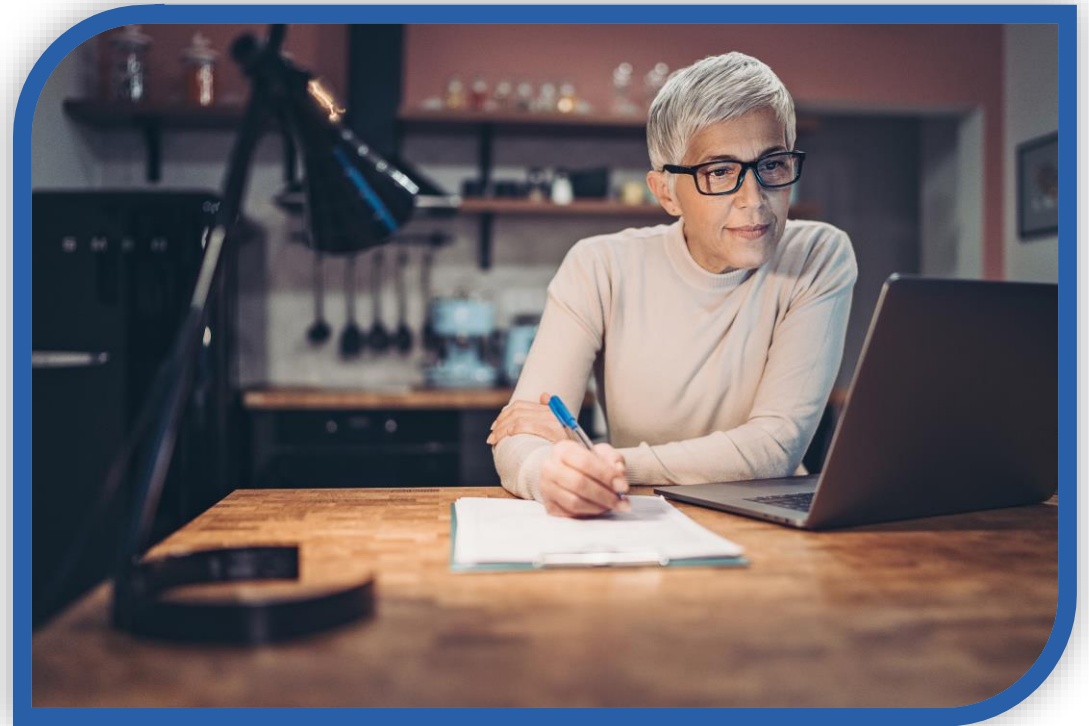
“What can be done?!”

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, #2

*"At some point if your bait isn't working, it's **time to change** the bait."*

Practical ideas to: Network, Job Search, and Interview

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

Changing the Way We Communicate #3



Using 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

Using Social Media (Facebook)

facebook



- “Like” company pages
- Use messenger to reach out to your network
- Reconnect with people from the past
- Post that you’re looking for a new opportunity

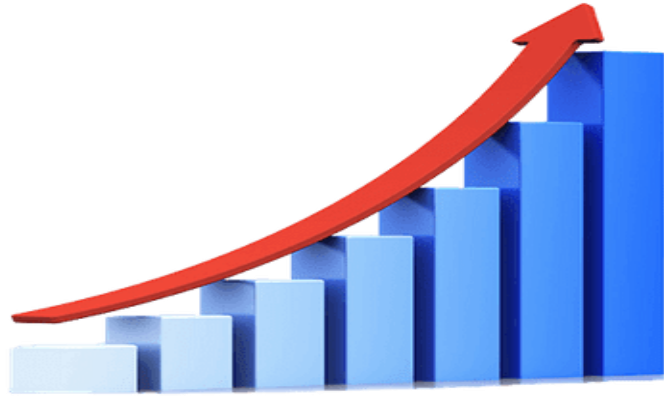
Using Social Media (Twitter = X)

- **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**



 **NOTE:** "X" = Formally known as Twitter

Expensive Expectations



20 years of
experience

=



Postings want
5+ years

=



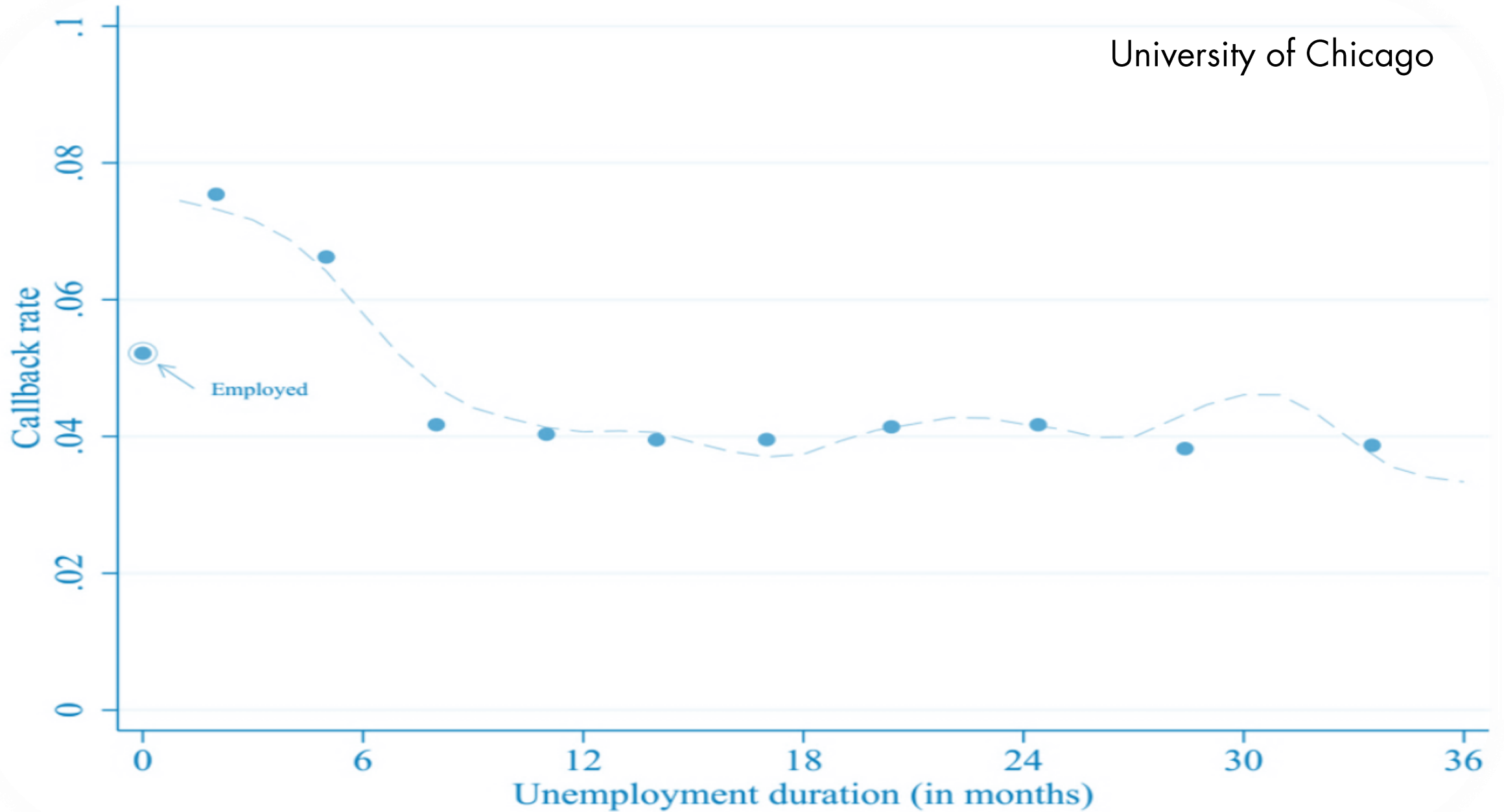
When we fall off the corporate ladder or just starting a new career...

- 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

Thank you for attending our workshop today.

We'd appreciate your feedback. Please click on the link below to access our workshop evaluation.

We especially enjoy your personal comments.



Workshop Evaluation, link

<https://fs8.formsite.com/adworks/Evaluations/index.html>

PowerPoint and Handout, link

<https://www.adworks.org/index.php/job-seekers/online-powerpoint-workshops/>

To reach a Career Services Advisor,

[linkhttps://www.adworks.org/upcoming-events/](https://www.adworks.org/upcoming-events/)