Midlife Job Search Strategies

Career Services Center
Walden University

http://careercenter.waldenu.edu
The Career Services Center Team

Dina Bergren, M.A.
Associate Director

Lisa Cook, J.D.
Senior Director

Angie Lira, M.A.
Senior Career Advisor

Nicolle Skalski, M.M.
Senior Career Advisor

Denise Pranke, M.Ed.
Senior Career Advisor
Guest Panelists

Marta Pulley, PMP, MS-IDT
Walden Alumna,
MS in Instructional Design & Technology

Rudene Thomas, MBA, MPA
Walden Student,
PhD in Public Policy and Administration
What Brought You Here Today?
Topics

• Your Evolving Career Identity
• Networking and “Brand You”
• Trends in the Work World & Hiring Methods
• Your Marketing Campaign
Midlife Search for Meaning

• At midlife many of us look at the impact and meaning of our lives and ask, “Am I on track for doing what I want to do with my life?”

• Midlife can be a time of self-discovery, new adventures and directions.
Benefits of Age

- Loyalty/dedication
- Commitment to quality
- Dependability
- Strong performance record
- Solid job/industry experience
- Ability to get along well with coworkers

Center for Aging & Work at Boston College [http://www.bc.edu/research/agingandwork](http://www.bc.edu/research/agingandwork)
“Identities change in practice, as we start doing new things (crafting experiments), interacting with different people (shifting connections), and reinterpreting our own life stories through the lens of the emerging possibilities (making sense).”

- *Working Identity by Herminia Ibarra, p.16*
Developing Your Career Identity

Experience

Story

People
Your Career Identity

• What are your values, abilities, and skills?
• What are your strengths and what do you enjoy?
• What is your professional reputation or brand?
• What are your major professional accomplishments?
• Who is in your professional network?
• How is your degree changing your career?
Marta Pulley, PMP, MS-IDT
Walden Alumna
MS in Instructional Design and Technology

• Online Learning Specialist
• Project Manager
• Translator (English and Amharic)
• Builds experience and connections through volunteering
What Colleagues Said About Marta as a Volunteer Mentor and Translator:

• Thanks to the talents and hard work of learner Marta Pulley, these scripts are now available.

• Thanks to the extraordinary efforts of Mentor Marta Pulley and others, *Learning How to Learn* has a fantastic new glossary of terms available.

• Our new Amharic Language Lead, Marta Pulley is inviting Amharic speaking volunteers to help translate *Learning How to Learn* into Amharic... Marta is passionate about education; which has been her primary reason for immigrating to the United States. She is currently the Online Learning Specialist at Essex County College in New Jersey. Marta has long served as a Mentor for *Learning How to Learn*—Barb (instructor for this online course) was lucky enough to have dinner with her during her travels. Marta's quite amazing!
Marta’s Advice ...

• Networking connections might not find you a job but they may play a key role in landing the job.

• Volunteer, attend professional conferences, and continue to update your skills.

• Adapt to your situation and be ready to adjust your strategy. Stay open to new opportunities beyond your job description.
How did you land your most recent position?
The Power of Networking and Branding

“Networking is the art of building and sustaining mutually beneficial relationships”

• It takes 10 – 20 seconds to make a first impression
• Most opportunities are found through networking
• Increases your visibility
• Showcases your expertise
• “Job security” in uncertain times
Your Career Mantra = Your Unique Value

“I help kids overcome illiteracy”
“I deliver projects on task and on time”
“I make my organization look great”
“I support employee engagement”
“I connect people to their passions”

What gets you up every day?
Gain Experience to Strengthen Your Network and Build Your Brand

• Volunteer
• Expand your job duties
• Assume new leadership roles
• Complete special projects
• Serve on a non-profit board
• Deliver professional development opportunities at work, such as a lunch and learn
Rudene Thomas, MBA, MPA
Walden Doctoral Student
PhD in Public Policy and Administration

• USA Federal employee
• Member of Federally Employed Women (FEW)
• Community volunteer
• Builds experience and connections through professional organizations
Rudene’s Story ...

• Volunteered for leadership roles within a professional organization

• Expanded connections and partnerships across departments and organizations

• Attended additional training offerings
Rudene’s Advice ...

• Follow your passions as a student
• Serve your community
• Join and be active in a professional association
• Reach out to people and build connections
• Check USAJobs.gov for possible positions
Communicate Your New Career Brand

• Communicating your new story showcases your evolving career identity.

Make it memorable!
Venues to Showcase Your Brand

- Social media – LinkedIn, blog, Twitter
- Resumes, CVs, and cover letters
- Electronic portfolio
- Informational and job interviews
- Professional association events
- Presentations at conferences
- Publications
Stay Current and Connected by Keeping up with Technology

You already are!

Learn by doing:

- Skype
- GoToWebinar
- Blackboard Classroom
- Google Hangouts
- LinkedIn
Build your Online Network on LinkedIn - Showcase Your Brand

LinkedIn

- Over 450 million members worldwide
- Over 2 million groups
- Recruiters search LinkedIn for talent

So.....

- Keep your profile updated
- Create a strong branded headline and summary
- Use key words for your field
- Join “Groups” and engage in Q and A
- Follow companies and search for jobs

©2016 Walden University, LLC
Add Over 4,400 Professionals to Your Network

Join the Walden University Career Services Center LinkedIn Group

Walden University Career Services Center
Unlisted • 4,423 members

Congrats to Dina Bergren on her nomination for a Laureate GPS Award!!!!!!

Dina Bergren, our Associate Director, has been nominated for a Laureate Global Products and Services award based on her many achievements contributing to our students’ success throughout her 10-year career with Walden. Please join us in congratulating her—thank you!
Trends: Projected Change in the Labor Force by Age

Fig. 12. Projected change in labor force participation rates by age group, 2015 to 2024


Source: Oxford Economics, BLS
“BLS self-employment data found a large shift in patterns of entrepreneurship toward older demographics, specifically those 55 and older...”

...in the tech space, there were twice as many 50-plus tech founders than there were founders under age 25...


Trends: How Employers are Finding Talent

![Percent of Total Hires and Interviews by Top Sources](http://hr1.silkroad.com/old-soh)

(Top Sources of Hire 2016: The Definitive Report on Talent Acquisition Strategies)

Note that these sources are represented because they received the highest percentages. 20 other lower ranking sources are not represented here, therefore, these percentages do not total to 100%.
There is a Disconnect Between...

<table>
<thead>
<tr>
<th>The Ways Organizations Hire</th>
<th>The Ways Candidates Apply</th>
</tr>
</thead>
<tbody>
<tr>
<td>From within organization</td>
<td>Sending a cold resume from outside the organization</td>
</tr>
<tr>
<td>Hiring unknown candidate with proof of ability</td>
<td>Applying to an online ad</td>
</tr>
<tr>
<td>Someone recommended by best friend or colleague</td>
<td>Recruiter, search firm or private employment agency</td>
</tr>
</tbody>
</table>

Your Marketing Campaign – Consider your Multiple Hats

- PUBLISHED WRITER
- WALDEN SERVICE NETWORK VOLUNTEER
- TECHNOLOGY “GO TO”
- BOARD MEMBER FOR NON-PROFIT
- ENTREPRENEUR
- TOASTMASTER MEMBER
- BLOGGER
- WALDEN UNIVERSITY CAREER SERVICES LINKEDIN GROUP MEMBER
- LIFELONG LEARNER
Target Your Job Search and Research Potential Employers

• How are you the best person to help an employer meet organizational goals and solve problems?

• Review website and mission statement, do a Google and LinkedIn search, read related web articles and blogs, talk to employees.
Brand your Resume with Your Unique Qualifications

- Branded headline and Summary of Qualifications
- Target to the specific job & employer
- Recent accomplishments and technology expertise
- Go back approximately 10-15 years
Tell Your Story

- **C** - Challenge – What was the problem?
- **A** - Action – What did you do? Did you initiate it?
- **R** - Result – Who or what was impacted and how?
- **T** - Tie-In – How does this apply to your future role?
Jane Smith, MS

215 W. Clear Street, St. Cloud, MN 53201
Janesmith@gmail.com  www.linkedin.com/Jane-smith  555-263-1234

Dedicated Community Leader and Adult Educator

• Mission Focused
• Program Development
• Data-Driven Program Evaluation
• Social Media Communications
• Fund Raising
• Staff & Volunteer Training
Focus on Recent Achievements & Results

Experience

Associate Director, Community of Hope, St. Cloud, MN 12/13 – Present
Community of Hope provides housing, adult education, and support services to low income community members.

Program Development, Evaluation, & Management

• Doubled community participation in adult education Small Business Entrepreneurship program from 40 to 80 participants within 12 months by implementing findings from program evaluation
• Expanded monthly participation in tutoring, administrative support, and facility maintenance from 40 hours to 120 hours within two years

Technology & Fund Raising

• Initiated webinars and enhanced website to illustrate program success and connect with potential funders resulting in an increase in grant funding from $450,000 to $810,000
• Increased individual donations by 50% within three years through the use of social media.
Professional Organizations & Education

**Professional Organizations**
- Alliance for Nonprofit Management, Board Member 2014-present
- American Evaluation Association

**Education**
- **Doctor of Business Administration, specialization in Social Impact Management**
  Walden University, Minneapolis, MN, Expected Graduation 2019
- **Master of Science in Nonprofit Management and Leadership**
  Walden University, Minneapolis, MN
- **Bachelor of Arts, Communication Studies**
  University of Minnesota, Minneapolis, MN
Compare Key Words in your Resume to the Job Description

Source: www.wordle.net
You Have an Interview!

• Research the organization
• Review the job description
• Prepare stories illustrating your recent accomplishments
• Prepare questions to ask the interviewer panel
• Invest in an updated appearance
• Plan logistics
Can you give an example of your problem-solving ability?
Questions?
Over 80 Archived Webinars

LinkedIn Series
Presenter: Nicolle Skalski

Alternative Careers for Your Doctoral Degree
Presenters: Dr. Andrea Davis, Dr. Teresa Rose, Dr. Wanda Corner, Sherece Shave

Maximizing Career Success through Strategic Volunteering
Presenters: Dr. Bill Schulz, Dr. Tonya Howard, Dina Bergren, Denise Pranke

Launching a Career in Consulting
Presenter: Dr. Gary Kelsey, Dr. Marian Willeke, Fred Sahakian

http://careercenter.waldenu.edu/
Quick Start Videos

- Self-Knowledge Tools
- Marketing Your Qualifications Through Resumes and Cover Letters
- Research Career Trends and Information
- Networking and Branding Using LinkedIn
- Finding Experiential and Job Opportunities
- Interview Strategies
- Launching Your Career with a Strong Resume and Marketing Strategies
- Getting Started with OptimalResume
- Positioning Yourself for Your Next Opportunity (New Job, Raise, or Promotion)
Inspiring Success Stories

Career Services Center Blog

Landing a Higher Ed Teaching Position in South Africa

Career Spotlights

Walden Networking Led to International Consulting Opportunities

Building a Career in Behavioral Health

Career Leap into Teaching Abroad
Networking

• Walden Career Connections Events
  – Network via IM chat with 6 individuals in an hour
• LinkedIn Groups
• Professional and Alumni Associations
• Volunteering: [www.volunteermatch.org](http://www.volunteermatch.org), [www.idealist.org](http://www.idealist.org)
Networking

• Career Fairs:  http://www.careerfairs.com
• Toastmasters:  http://www.toastmasters.org/
• Meet-Ups:  http://www.meetup.com/
• Classes, lectures, and seminars
• Social, recreational or community settings
Additional Resources for Researching Companies & Professional Associations

- Company Research site - [www.vault.com](http://www.vault.com)
- Company Research site - Hoovers (In Walden Library)
- Quintessential Careers Professional Associations - [http://www.quintcareers.com/professional_organizations.html](http://www.quintcareers.com/professional_organizations.html)
Additional Resources for Job Search

• Quintessential Careers -
  www.quintcareers.com/mature_jobseekers.html

• Work Force 50.com, Employment and Career Change Resources for People Over 50 - www.workforce50.com

• Jobs for the Older and Bolder-
  http://www.coolworks.com/older-bolder/
Additional Resources

• Resume Advice – http://www.workforce50.com/Content/Marketing_Yourself_Resources.cfm
• Encore Careers – www. encore.org
• Next Avenue – http://www.nextavenue.org/
• Life Reimagined for Work - http://workreimagined.aarp.org/
Books

- *Crash Course in Finding the Work You Love* by Samuel Greengard
- *The Big Shift* by Marc Freedman
- *Encore - Finding the Work that Matters in the Second Half of Life* by Marc Freedman
- *Retire Retirement* by Tamara Erickson
- *Put Your Mindset to Work* by James Reed and Paul G. Stoltz, Ph.D
- *Over 40 and You’re Hired* by Robin Ryan
- *Guide to Job Hunting Online* by Mark Emery Bolles and Richard Nelson Bolles
- *Working Identity* by Herminia Ibarra
- *The Job Hunter’s Survival Guide* by Richard N. Bolles
- *Creating You and Co.* by William Bridges
Connect with Career Services

Access Everything from Our Website:
http://careercenter.waldenu.edu

E-mail: careerservices@waldenu.edu
“Forget about age and instead consider your stage.”

From *Put Your Mindset to Work* by James Reed and Paul Stoltz, Ph.D.