

Re-launching your Career at 50 – Effective Resumes and Interviews

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Agenda

- Effective Resume Writing
- Interviewing Strategies that work
- Finding Search Strategies that work for you
- Transferable Skills
- Q and A

What is a resume?

- A tool in the hands of the right person
- Gets the attention of prospective employers
- Establishes you as a winner
- Gives specific examples of your value through accomplishment



What is the primary
purpose of a Resume?



To get you invited in!

Creating Your Resume

- Decide which Type
- Create a Header
- Create a Career Objective
- List Your Experiences or Skills
- List Your Activities
- List Your Education
- List Any Awards
- List Your Personal Interests

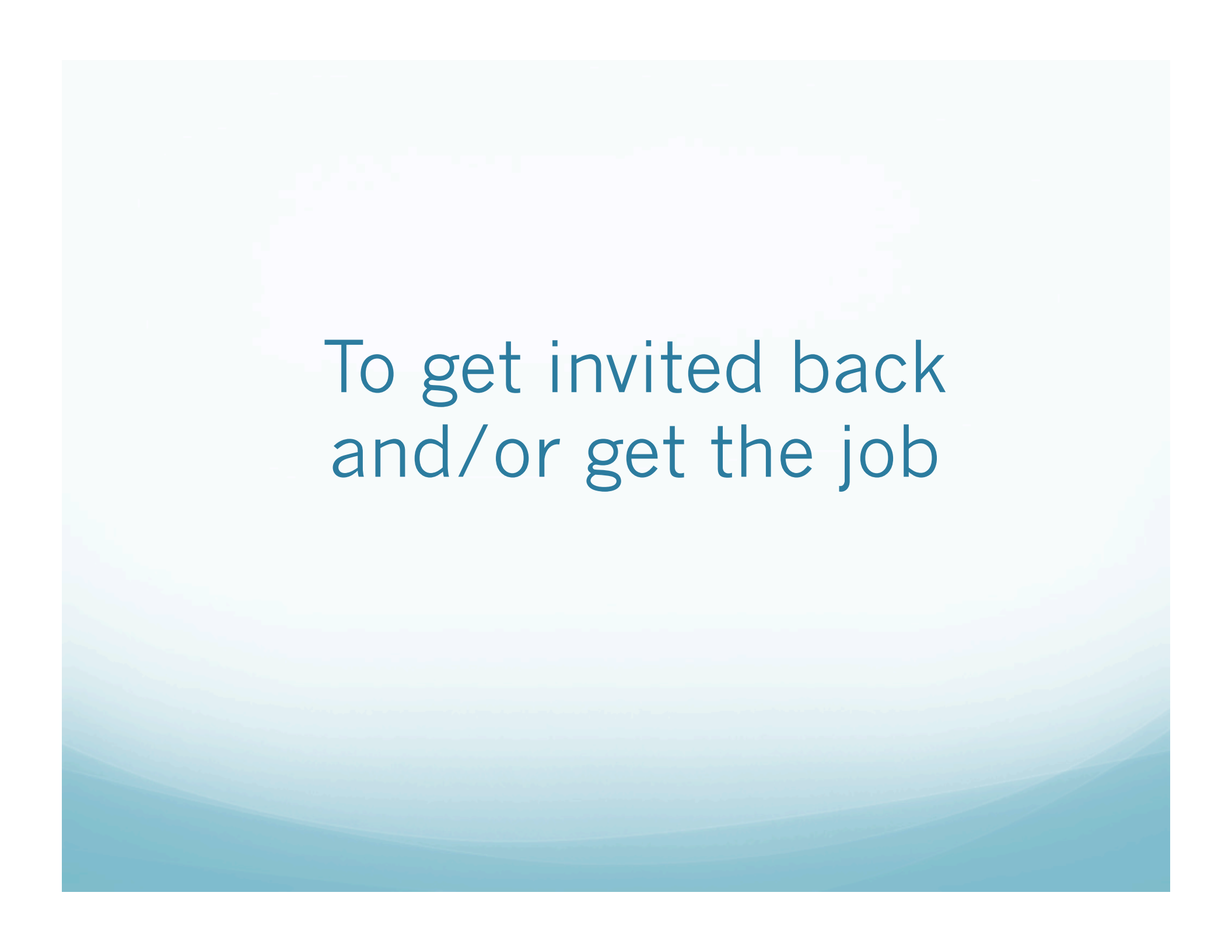
Key Components

- Types of Resumes
 - Functional
 - Chronological
 - Combo
- Career Objective –
 - One or two sentences
 - Simple
- Action – Results (AR) statements
 - What did you do and What was the impact?

Accomplishments –Small Group Exercise

- Using the AR (Actions/Results) Model, list a one key accomplishment about yourself that you would highlight on your resume. (5 minutes)
- Each person should have one AR.
- Report out one to large group.

What is the primary purpose of the interview?



To get invited back
and/or get the job

“Realize that the employer thinks the way you are doing your Job Search is the way You will do the Job!”

Richard Bolles

What Color is your Parachute?

On Interviewing

- The 5 Questions you must be prepared to answer:
 1. Why are you here?
 2. What can you do for us?
 3. What kind of person are you?
 4. What distinguishes you from nineteen other people who can do the same tasks that you can?
 5. Can I afford you?

S. T. A. R.

- Describe a **Situation** that fits the question asked
- Briefly state what your **Task** was in relation to the situation.
- State what **Actions** you took and finally,
- What **Results** happened due to your efforts.

Targeted skill sets and Sample Questions

1. Tell me a time when you had to deal with an disgruntled customer or colleague, How did you resolve the situation? (*interpersonal and conflict resolution skills*)
2. Tell me about convincing a group to make a change you felt necessary. What was the change? How did you convince them? Why did you feel it was necessary? (*persuasiveness*)
3. Describe a situation when you faced multiple deadlines in a short time frame. What caused the situation? How did you handle it? What was the outcome? (*time management*)
4. Give me an example of when you worked your hardest and felt the greatest sense of achievement. What did you do? What was the outcome? (*motivation*)



An example...

Interviewing Do's & Don'ts

- Do take a practice run to the location.
- Do you research and know the type.
- Do dress the part for the job, the company.
- Do plan to arrive about 10 minutes early.
- Do greet the receptionist with courtesy.
- Do bring extra resumes to the interview.
- Do shake hands firmly.
- Do wait until offered a chair before sitting.

Do's (continued)

- Do make good eye contact.
- Do show enthusiasm.
- Do have a high confidence and energy level.
- Do stress your achievements.
- Do avoid controversial topics.
- Do show off the research you have done on the company and industry.
- Do show what you can do for the company

Don'ts

- Don't answer cell phones during the interview.
- Don't chew gum during the interview.
- Don't rely on your resume to sell for you.
- Don't inquire about salary, vacations, bonuses, retirement, or other until you've received an offer

Your Search Strategy

- Take 2 minutes and answer the following questions – Report out in the larger group:
- What strategies have you used in the past?
- What's been most effective?
- What's been least effective?

Strategies for a Search

- Most researched area in the world
- 18 strategies to find a job
- The Magic Number
- Where are you?
- Start a new plan...

The 18 Strategies

1. Mail out resumes
2. Answering local “want ads” (in newspapers)
3. Going to the state/federal unemployment service
4. Going to private employment agencies
5. Using the internet, either to post your resume or to look for employers’ job postings on the employer’s own web site or elsewhere, e.g., Monster, Ladders, Career Builder, Yahoo/Hot Jobs

The 18 Strategies (cont.)

6. Asking friends, family, or people in the community for job leads
7. Asking a former professor or teacher for job-leads, or career/alumni services at schools that you attended (high school, trade schools, online schools, community college, college, or university)

The '18' (cont.)

8. Knocking on doors: of any employer, factory, or office that interests you, whether they are known to have a vacancy or not
9. Using the phone book's yellow pages, to identify subjects, fields, or interests that you have – that are located in the city or town where you are, or want to be
10. Joining or forming a “job club”
11. Doing a thorough self-inventory of the transferable skills and interests that you most enjoy, so that you can define in stunning detail exactly the job(s) you would most like to have

The '18' (cont.)

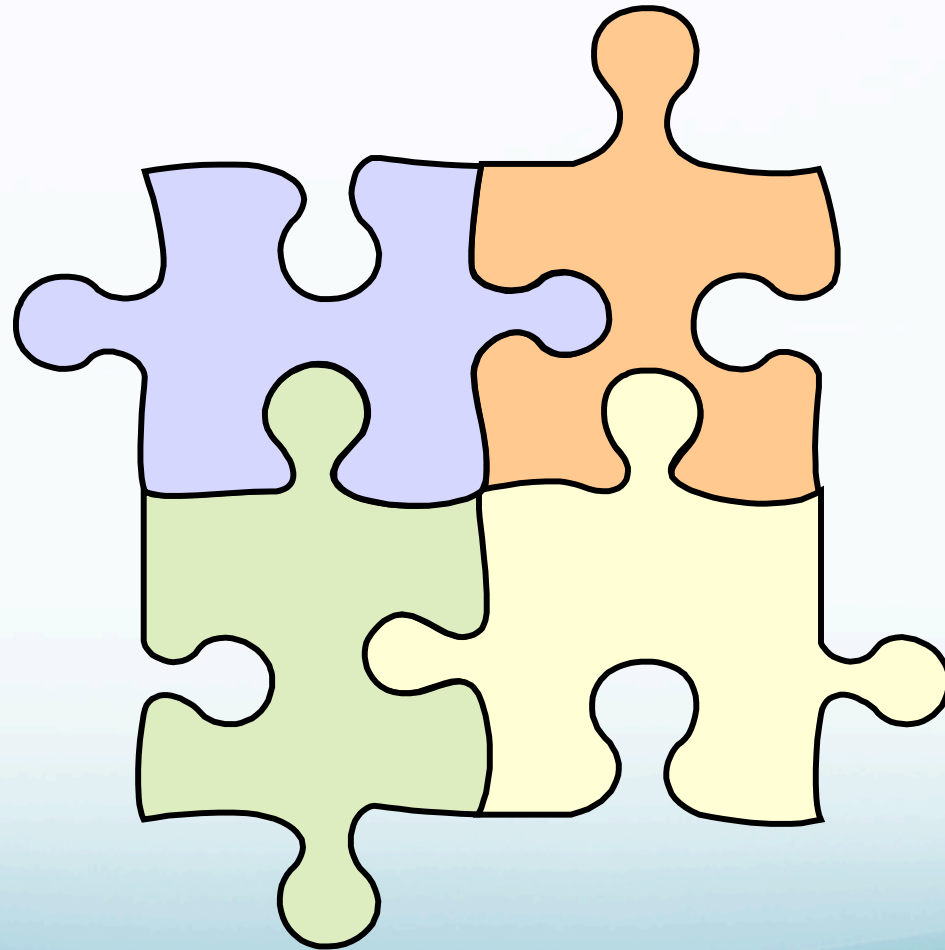
12. Going to places where employers pick up workers: well known street corners in your town, or union halls, etc.
13. Taking a civil service exam
14. Looking at professional journals in your profession or field, and answering ads there
15. Going to temp agencies (agencies that get you short-term temporary work in places that need your skills, short term) and letting them place you, again and again, until some place says, "Could you stay on permanently?"

The 18 (cont.)

16. Volunteering to work for free, short term, at a place that interests you, whether or not they have a known vacancy
17. Work for yourself. Start your own small business, trade, or service, after observing what your community lacks but needs.
18. Retraining. Go back to school to get retrained for another kind of occupation.

See pages 24-36 in What Color is Your Parachute.

What's the Magic Number?



Top 3 and Bottom 3

What is a Transferable Skill?

Knowledge and Expertise
that you already have and
that you want to use in
your life and work going
forward.

Identifying Transferable Skills

Group Exercise:

- **Share a story in which you felt successful (personal or professional)**
- **Others in the group record skills that were present and give feedback to story teller.**
- **How might you use these skills in the job you are currently seeking?**
- **Identify ways to highlight in resume (AR) and/or using STAR in interviews**

Strategy – What, Who, When?

- List four strategies - in detail outline what needs to happen in next 30 days, who's help you need and the due date for each task.

- 1. _____

- 2. _____

- 3. _____

- 4. _____



Close / Q & A