



European Union
European Social Fund
Investing in jobs and skills

Peter Pearson

Working With Older Clients

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All workers find it difficult to get work in the current climate.
They all face a difficult market – and they all have to sell themselves.

What are the **particular** barriers that make it difficult for older clients to get a new job?

TECHNOLOGY & SKILLS

- **Computer Naïve** – came to computers late and mostly self-taught
- **Qualification Lean** – statistically less likely to have higher/any qualifications
- **'Niche'-Specialised** – skills may be outdated or have become generalised.

OTHER AGE 'BARRIERS'

The biggest one is that the employer probably has a pre-conception – an image – of the successful candidate. Likely to:

- Have done a similar job for two years;
- Be well qualified;
- Be younger than they are.

Some will be resistant to employing their Mum or Dad!

Barriers of the 50+ themselves

- **The Avuncular Approach** – ‘patting the heads’ of younger (female) interviewers.
- **Big Company Syndrome** – “smaller companies like yours”
- **Lacking Enthusiasm /Positiveness/Motivation** – just appearing world-weary and tired. Given up.
- **Unrealistic Expectations** – Local job, shorter hours, less travel and the same salary.

WHAT CAN WE DO?

Broadly

- Help them understand the skills that they do have.
- Encourage them to update – particularly their computer skills.
- Continue to exert pressure on organisations to recognise experience, not just quals.
- Encourage schemes that ‘retrain on the job’.
- Get them to start to understand how the job market works – and how they can market themselves.

WHAT CAN WE DO?

More specifically

FIRST, give them TIME

- To change and unlearn what has worked for them in the past.
- To become confident networkers
- To regain/retain their motivation
- To get more realistic about their situation

First Time

- Check their realism: “What are you looking for? What are you selling? What is going to make it a difficult sale?”
- Get them to assess not only their Transferable Skills but which of those they can ‘sell’ – their Saleable Skills
- Get them to start to build a Contact List.

JOB CENTRE +

- The largest employment service in the country – and increasingly getting details of jobs paying £25k +, particularly in the Public Sector
- Some provide intensive back-to-work help for people before the 6 month date.
- Some employ Advisers specialising in older and more senior people.

.. JOBSEEKERS TELL ME

- Advisers not equipped to deal with their issues
- The nearer they are to 60, the less interest they get
- They are prejudiced against 'going on the dole'
- A waste of time until they have been 'out' for 6 months
- Employers (private, £25k +) don't place their vacancies with JC+
- Too much turnover in Advisers

Marketing Themselves : A - D

A = Adverts

B = Bureaus (JC+, Agencies)

C = Contacts (networking)

D = Direct Approaches

(Self-Employment)

Marketing Themselves : A - D

A = Adverts
B = Bureaus

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REACTIVE

- Jobs looking for People
 - CV based
- Person must fit spec
- Larger orgs
- Formal process
- Inflexible
- 1 of 100+

A
B

C = Contacts (networking)
D = Direct Approaches



PRO-ACTIVE

- People looking for jobs
- Person Based
- Job moulded to person
- SMEs
- Informal
- Flexible
- Maybe only 1

Marketing Themselves

- Talk to them about the A – D of self-marketing.
- Get them to start to understand how the job market works – and how they can market themselves.

Their plan.

- Respond to ADVERTS where they are an excellent fit.
- Work with BUREAUS (JC+ and AGENCIES) who show an interest in them.
- Develop their CONTACTS network. Use this chance to find old colleagues / work mates.
- Use targeted DIRECT APPROACHES after researching companies, particularly SMEs.

Marketing Themselves

Get them starting to think what job/work they are seeking:

- Do I want the job?
- Can I do the job? (if I started on Monday)
- Can I GET the job?
 - meet any entry criteria.
 - market themselves into it.

Research the job market/vacancies/companies

The CV

- Develop with them a CV that ‘shouts’ the job they are after.
- If necessary produce more than one CV.
- ‘Detune’ the CV if they are going for a lower level job.
- Keep it short and miss out irrelevancies. Concentrate on the last 10 years.

GARETH SOMEONE

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An experienced **Van and Lorry Driver**, with a Class 2 licence, who has been driving for more than 20 years, with a background as a BT maintenance engineer.

RELEVANT SKILLS AND EXPERIENCE

- Obtained Class 2 Driving Licence in 2008.
- Have driven 7½ tonners, Transits and cars commercially since 1988.
- Working for Direct Vans delivered parcels within the Thames Valley.
- Working for AutoHave, delivered repaired cars back to customers. Picked up courtesy cars.
- For BT and Holyoak, drove a Transit Van for over 19 years while maintaining and repairing the telephone network, within the United Kingdom and Eire.

BRIEF CAREER DETAILS

2007 – Now	Short term contracts through Direct Vans and Camelot Recruitment
2005 – 2007	Holyoak Network Solutions, <i>Faultman / Jointer</i>
1988 – 2005	British Telecom, <i>Telephone Engineer</i>
1984 – 1988	Acumen, <i>Engineer</i>
1982 – 1984	PZH, <i>Wireman</i>

PERSONAL DETAILS

<i>Nationality:</i>	British
<i>Status:</i>	Single, no children
<i>Education:</i>	Fingals Cave RC School ('79 – '84) 2 'O' Levels, 5 CSEs

References available on request.

VICTOR FALCON

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WHAT I CAN OFFER

- ✓ **Organisational and Administrative skills:** I have successfully organised and administered teams (10 to 15 people).
- ✓ **Project Management:** Time, budget and people management. Multi-tasking and ability to work within deadlines
- ✓ **Communicator:** Client orientated. Interactive / proactive with people/clients. Good listener. Comfortable in giving presentations geared to appropriate audience
- ✓ **Information Analysis:** High standard in writing and checking facts and information. IT literate

JOB HISTORY

Market Research Consultant 1992-to date

I have worked with a number of clients including:

- NFER-Nelson
- Engineering & Physical Sciences Research Council
- Edexcel Foundation
- Italian Foreign Trade Institute
- Financial Times Newsletters
- Euromonitor Plc
- Produce Studies Plc
- Context

Datacollection Ltd 1984 - 1992

A European publisher of business information and market research consultancy. I managed the London office handling all aspects of the business.

Economic Intelligence Ltd 1973 - 1984

Recruited as a graduate trainee, promoted eventually to Head of Specialist Research Group working and managing small teams on world wide projects.

CAREER SUMMARY

After graduating from the London School of Economics I started my career at the **Economic Intelligence Ltd** where I organised, planned and managed teams of market researchers over a 10 year period. I subsequently worked at **Datacollection Ltd**, a business information publisher and marketing consultancy, where I experienced the whole range of issues concerning company and people administration.

Over the last 12 years I have been working as a consultant for a number of leading research companies and directly for clients, covering a broad range of areas in retail, industry and service sectors (private and public). As an Interim Manager I have restructured, expanded, administered and managed a variety of teams.

Having successfully managed my business I am now seeking a position in a small organisation where I can find again the job satisfaction of organising and planning the work and output of a small team of professionals.

PERSONAL AND EDUCATIONAL DETAILS

British

Married

Full clean Driving Licence

1969-1971

London School of Economics *BSc Economics (Hons)*

IT Skills

Microsoft Office (Word, Excel, PowerPoint, Outlook)

Over the years I have attended formal training courses in project management, negotiating skills and people management.



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open Experts in Age
& Employment

Marketing Themselves

Their aim

TO GET MEETINGS

(interviews, but also over a cup of coffee or in the pub, through contacts or direct approaches)

Help them by giving them interview practice, ideally with CCTV. Show them hoe they come across.

Also to help themselves:

- A chance to develop their IT skills if they are limited.
- Get training in networking skills and making direct approaches.
- Do some voluntary work.
- Developing their Transferable and Saleable Skills is a priority. Otherwise they need to be sure there is a job at the end of expensive training.

The Really Hard Ones!

How can we help those who are not only old, but have other issues as well?

- Time off with stress depression or some other mental illness.
- A physical disability that stops them doing what they did before.
- No focus to their career, so that they have had a long time off work (no real quals or experience)

They need your help:

- To remotivate themselves, and build their confidence to sell themselves in the job market.
- To assess their skills and experience in depth and to help them determine a realistic way forward
- To gain experience and credibility that employers will buy – through voluntary work or job placements

They need even more of your help!

- To refocus their approach so that they know where they are going – and want to go there.
- To develop a CV and application forms that really sell them.
- To help them get accreditation for experience they have got, but never had the ‘ticket’

JOB CLUBS

- Who is it for?
- How will it be run?
- How often?
- How long?
- Where? Car parking?
- What format?

READING JOB CLUB

- Weekly, Wednesday 13:30 – 16:30
- Three 15-session terms
- Break at Easter, August and Christmas
- Coffee, Tea and Biscuits
- Half-hour “Club Catch-up”
- One hour: Presentation
- Remainder: normally 1:1 time