



Survive and Thrive After a Job Loss (When You're +/- 50 Years-Old)

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Lay Off:

To stop employing somebody when there is *insufficient work* to be done.

Termination of Employment:

An employee's *separation* from a job.

The Great Resignation:

Also known as the Great Reshuffle, this is about leaving your job by choice



To Survive and Thrive



At the end of this session:

1

You will know that you're not alone.

2

You will leave here with real-life ideas about how to move forward.

3

You'll get a process for answering any interview question clearly and concisely.

Why Am I Here?

MYSTORY

HEY! GET YOUR
HEAD ON STRAIGHT!



Attitude



Self Compassion





Ageism is:

- Real
- It's not really about age
- It can be overcome

Potential Reasoning Behind Age Discrimination



☐ Not up to date

☐ Slow

☐ Not willing to change

☐ Not technologically savvy

☐ Too expensive

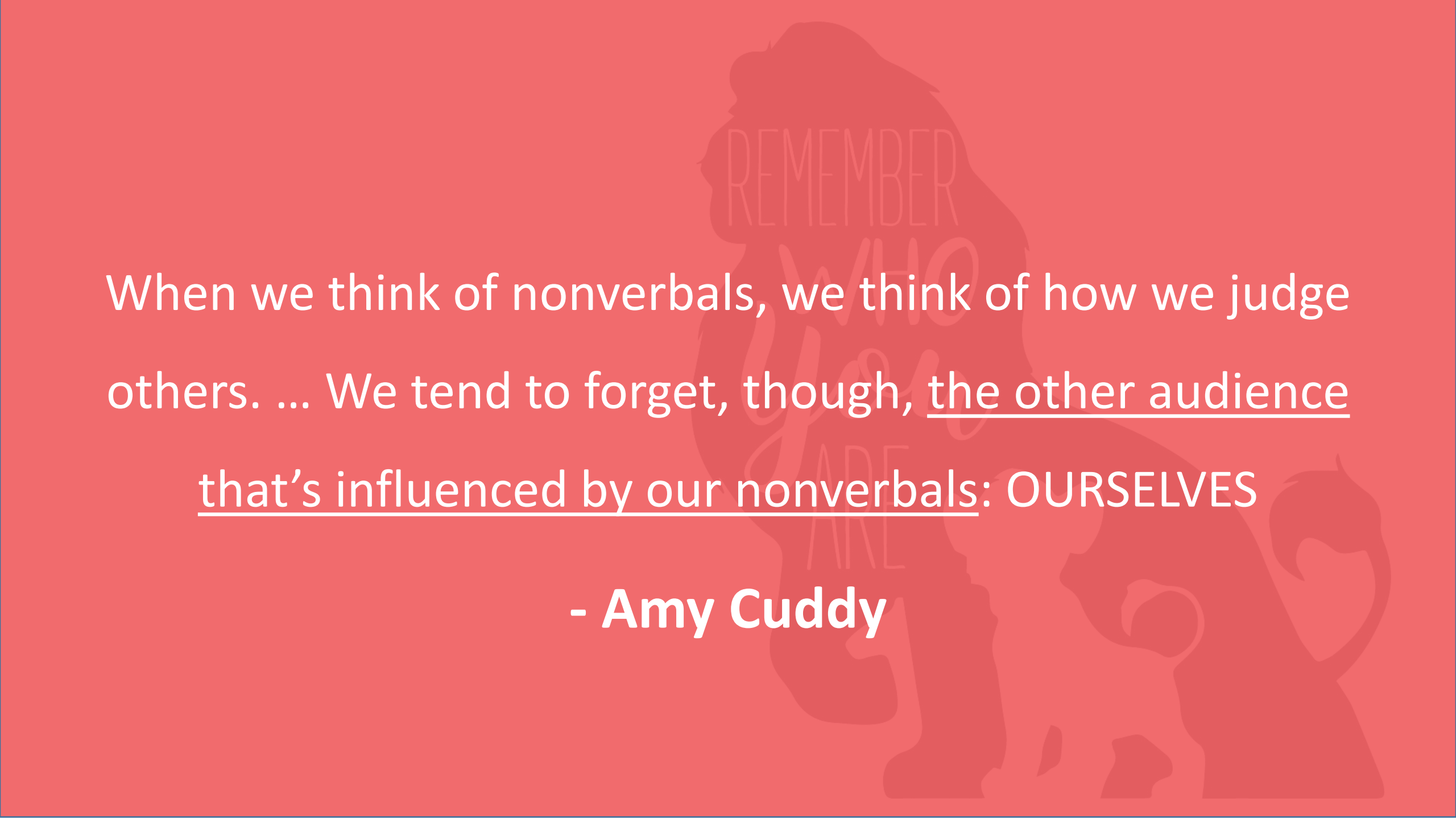
☐ Lack of creativity

☐ Lack of innovation

☐ They won't stay

☐ Overqualified for job

☐ No connection



When we think of nonverbals, we think of how we judge others. ... We tend to forget, though, the other audience that's influenced by our nonverbals: OURSELVES

- Amy Cuddy

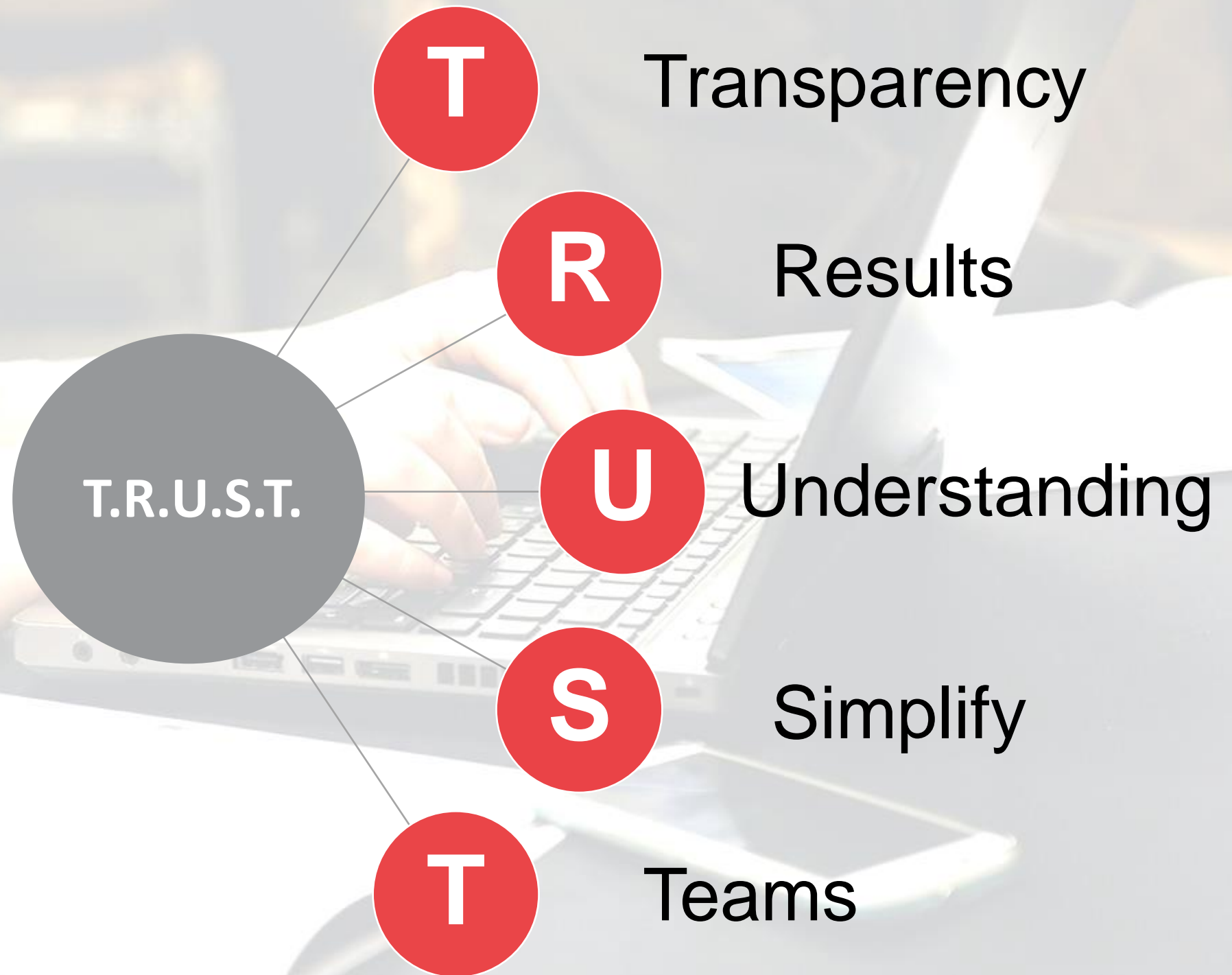
“Never allow yourself to
be defined by someone
else’s opinion of you”

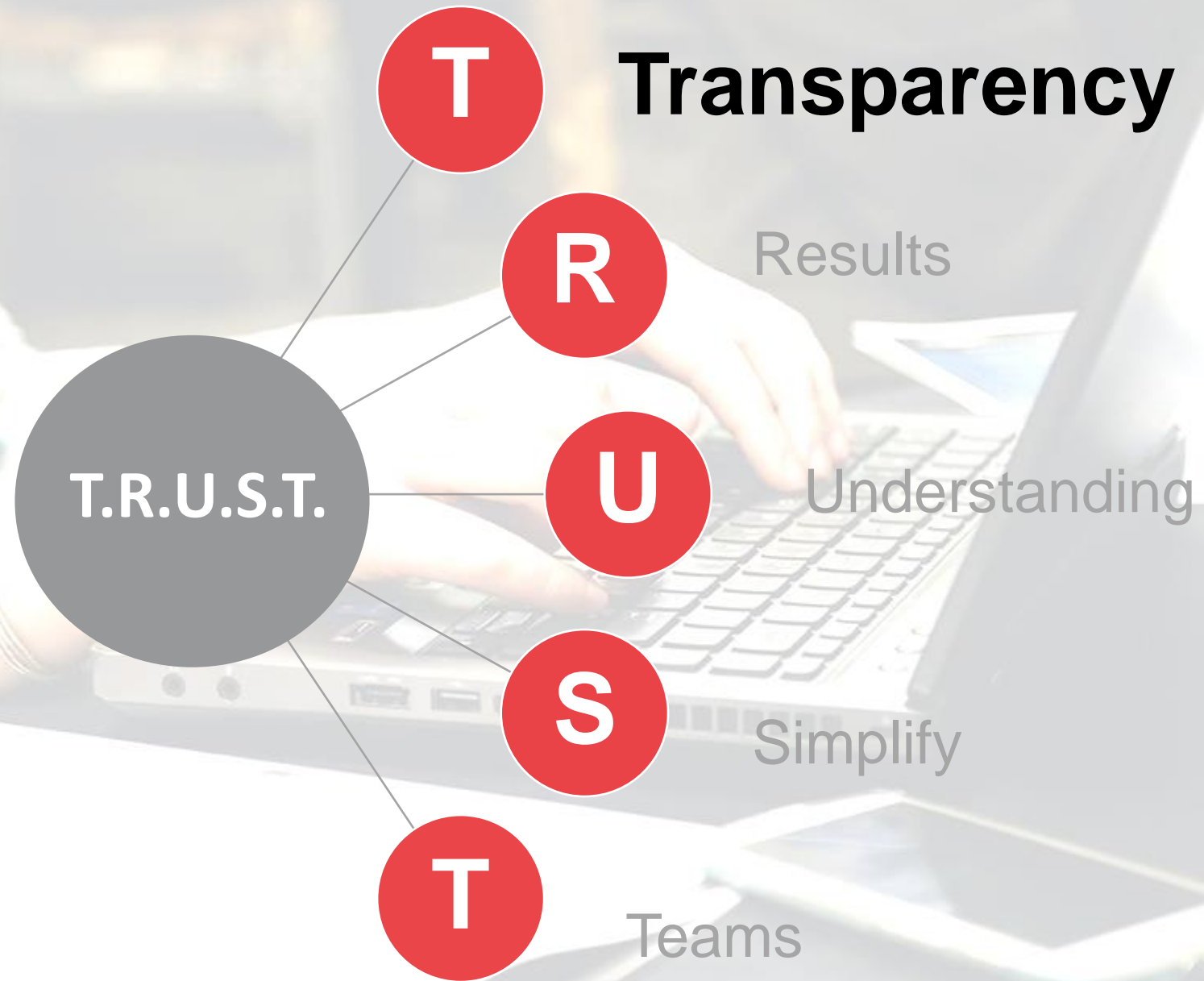
Power of Positivity

TRUST

- TRUST is the foundation of great relationships
- Great relationships are the key to success







Transparency

Take Inventory

- Favorite Roles
- Greatest Skills
- Things You Love to Do
- Things You Hate to Do
- Leadership vs. Individual Contributor
- Geography
- Flexible Work Environment



Your Options



What do you think you really want?

VS.

What do you really want?

A background image showing two men in business attire. An older man with glasses and a grey beard is looking down at a document. A younger man with a beard is pointing at the same document with a pen. They are in an office environment with large windows in the background.

Considerations

☐ Autonomy

☐ Authority

☐ Security

☐ Balance

☐ Travel

☐ Flexibility

☐ Leadership

☐ Individual Contributor

☐ Stability

☐ Responsibility

FINDING YOUR DIRECTION

➤ Sales Management

➤ Leading

➤ Providing value

➤ Helping people improve their lives

➤ Sales Manager

➤ Teacher

➤ Coach

Identify Opportunities





Personal Branding

The process by which individuals differentiate themselves and stand out from a crowd by identifying and articulating their unique value proposition



The Art of Hello

By

Paula Calise

TRANSPARENCY

“I help people change their professional life for the better.”

Branding Statement

“I’m a Career Coach and Executive Coach. I help people at all points of their career, whether in career transition or currently working, to realize their potential and to achieve more than they ever thought they could”

TRANSPARENCY

“I’m a project manager who delivers projects on time and under budget.”

“My colleagues have told me they appreciate that I truly look to understand what the desired outcome is and I am relentless in focusing on that in everything we do. My approach is both disciplined and flexible and the results typically meet or exceed expectation.”

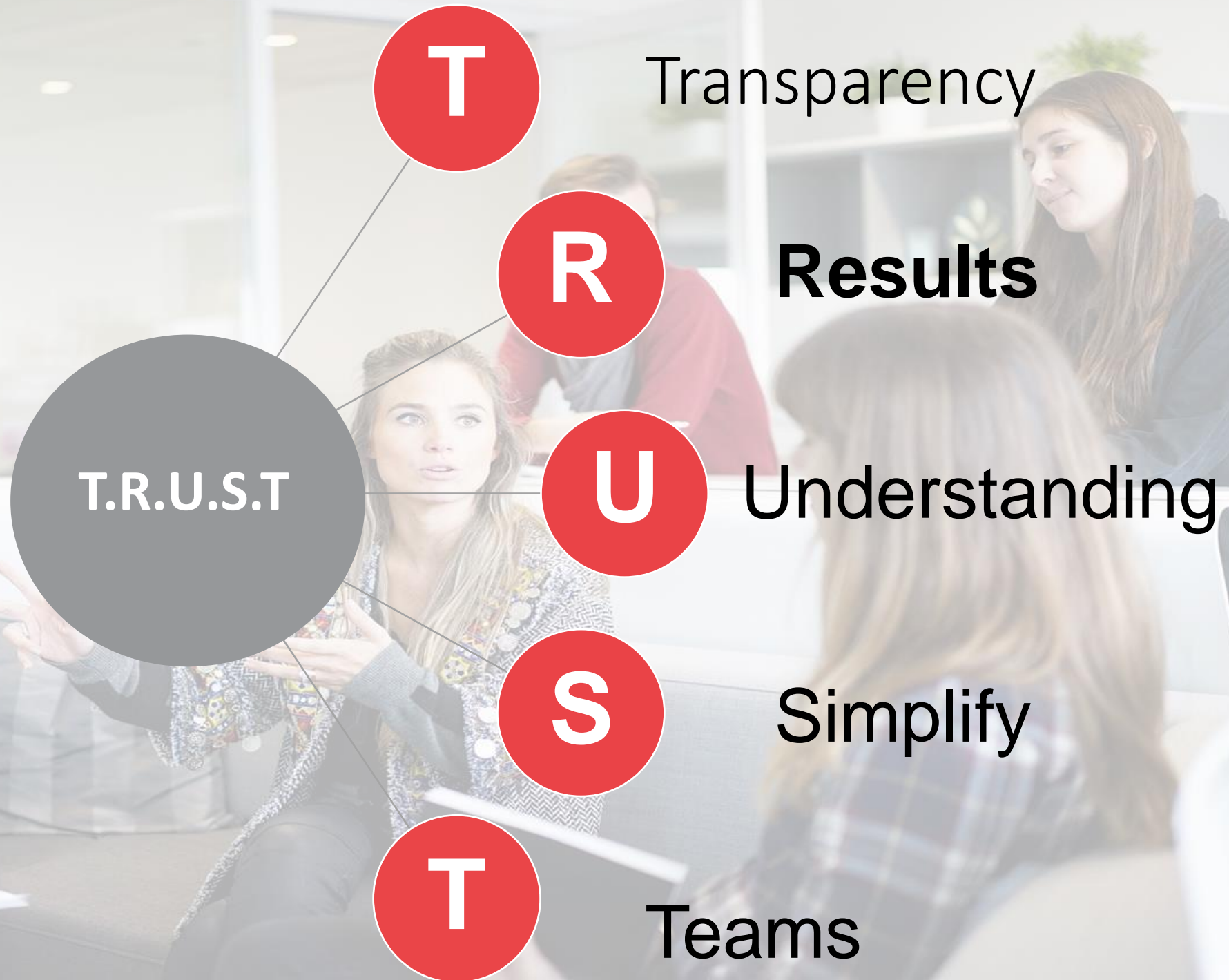
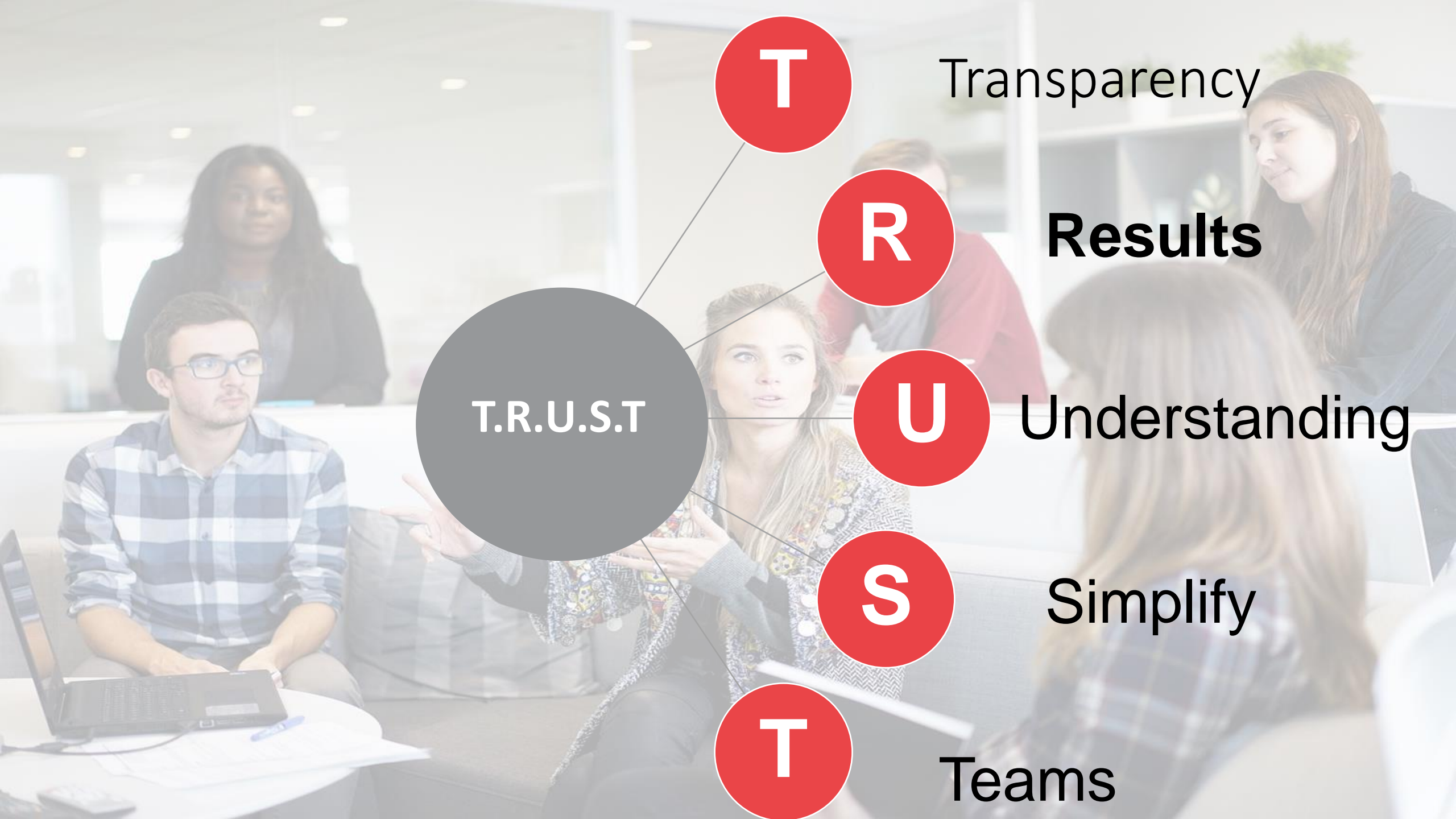
Branding Statement

TRANSPARENCY

“I’m a master planner and organizer.”

“I successfully run a household of 3 children and one spouse My fellow stay at home parents have told me they admire how I’m able to get things done while engaging all involved by making things challenging and fun. Many of the skills I use are similar to the ones I used when I was a”

Branding Statement



RESULTS



- Recruiters look at a **resume** on average 5 to 7 seconds.
- 76% of **resumes** are discarded for an unprofessional email address.
- 88% rejection rate when including photo on your **resume**.
- Applicant Tracking Software is able to quickly eliminate 75% of the applicants.

Resume Style

- ☐ Chronological
- ☐ Functional
- ☐ Combination



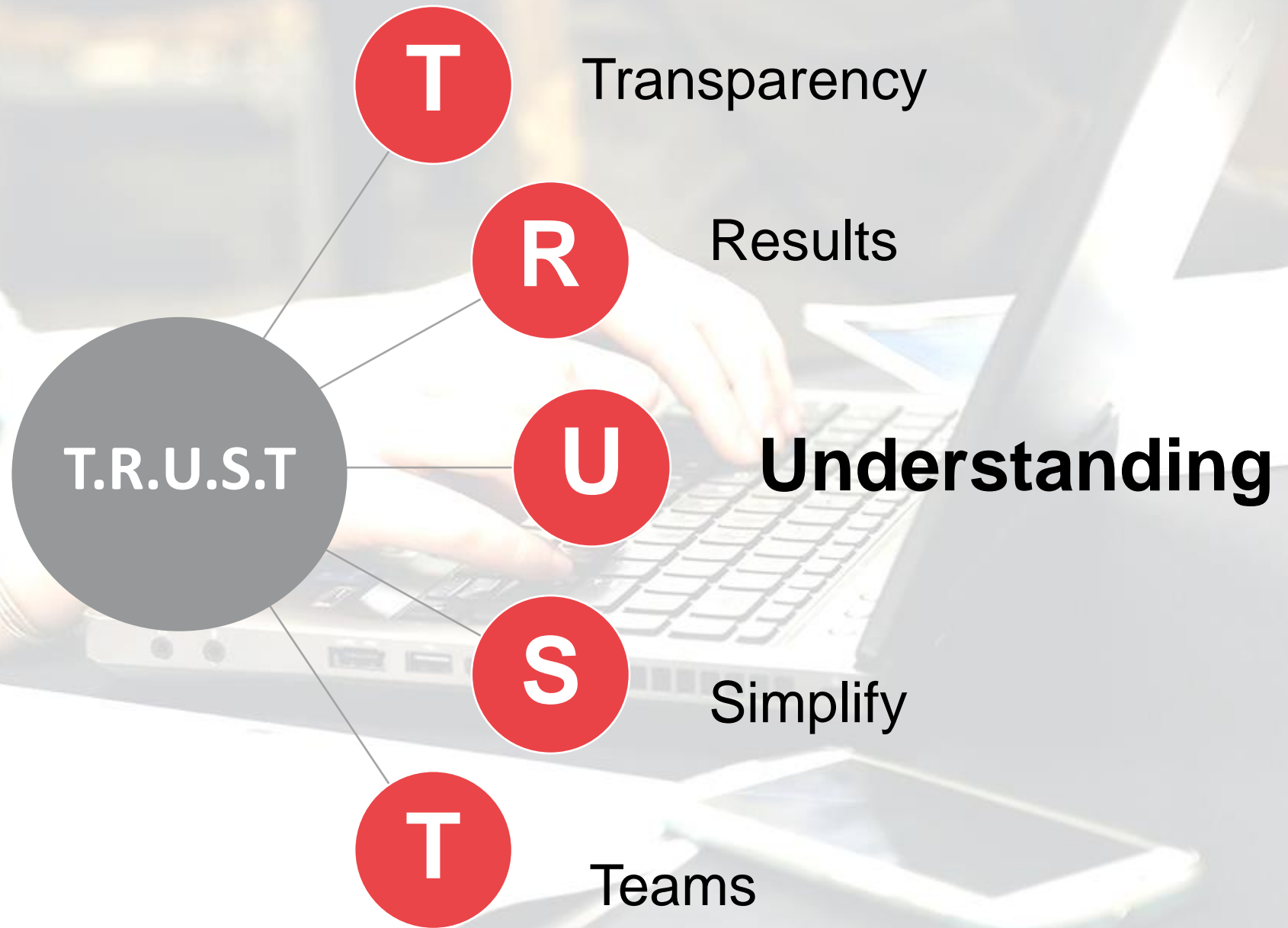
RESULTS

RESPONSIBILITY STATEMENTS

- ☐ The scope of a job
- ☐ The routine or day-to-day duties
- ☐ Reflective of a job description

ACCOMPLISHMENT STATEMENTS

- ☐ Describe impact of actions
- ☐ Value added
- ☐ Quantified results



UNDERSTANDING (Social Media)



- ☐ Make yourself attractive to others
- ☐ Build your network
- ☐ Get found by recruiters
- ☐ Find job opportunities

❑ Similar to Google

❑ Use proper terminology

❑ Get to first page of results



Resume format



All

Images

Books

News

Videos

More

Settings

Tools

About 472,000,000 results (0.47 seconds)



Apply the standard **resume** formatting rules: one-inch margins, elegant font, 11–12pt font size, single line spacing, additional space before and after headings. Choose one of the standard types of resumes: reverse-chronological, combination, or functional **resume format**. Jan 15, 2020

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Best Resume Format 2020: Samples for All Types of Resumes

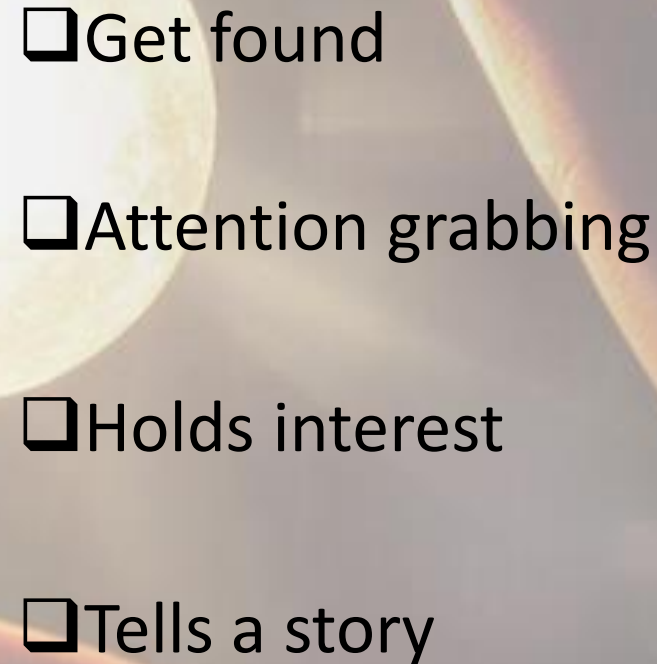
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Best Resume Formats for 2020 [3+ Professional Templates]

Here are the three most common resume formats that recruiters expect to see. Reverse chronological resume format. This is the bread and butter choice for most job seekers.

KEY WORDS

- 
- ☐ Get found
 - ☐ Attention grabbing
 - ☐ Holds interest
 - ☐ Tells a story



Everything Counts

☐ Picture

☐ Headline

☐ Summary

☐ Key/Search Words

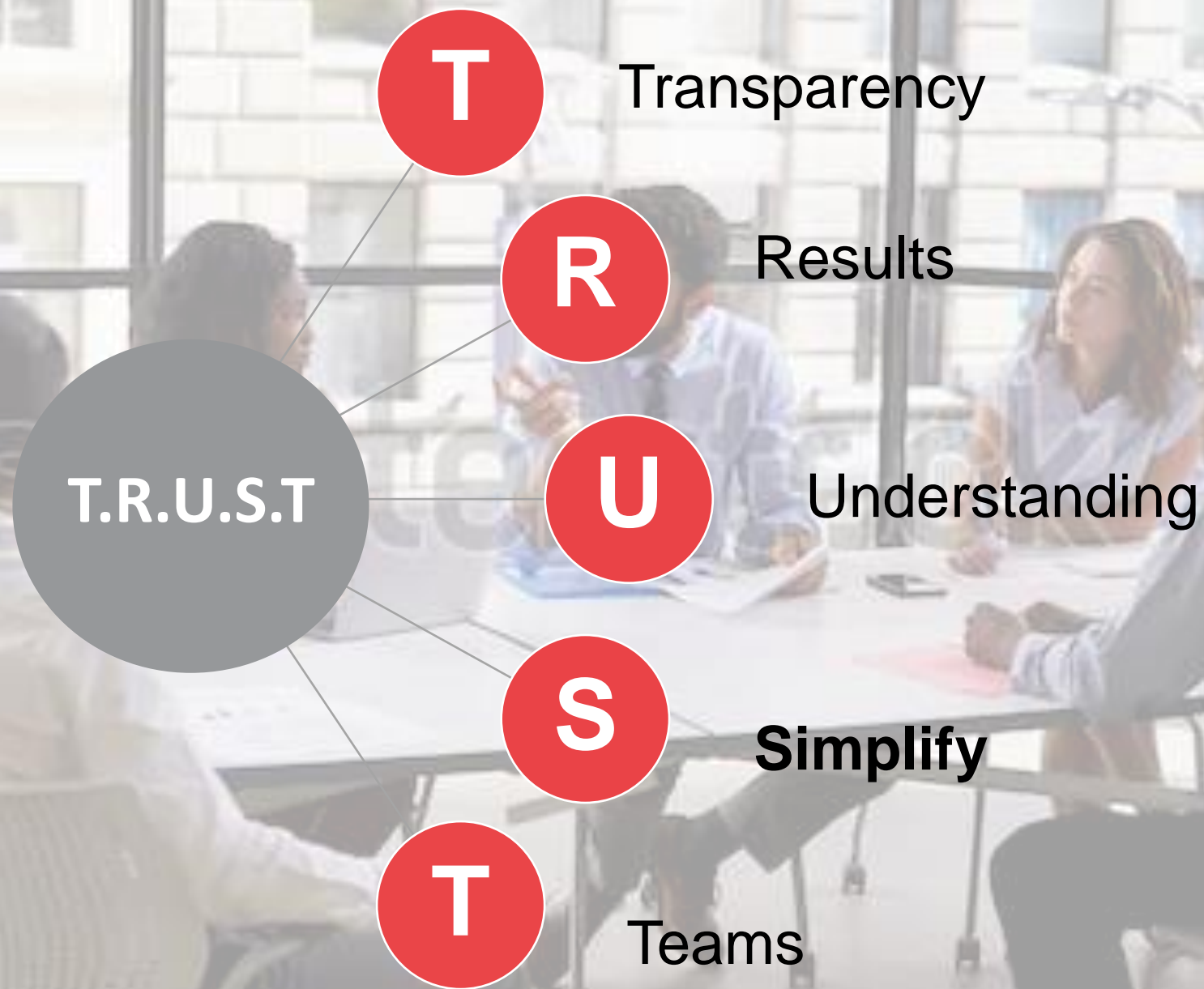
☐ Build a Productive Network

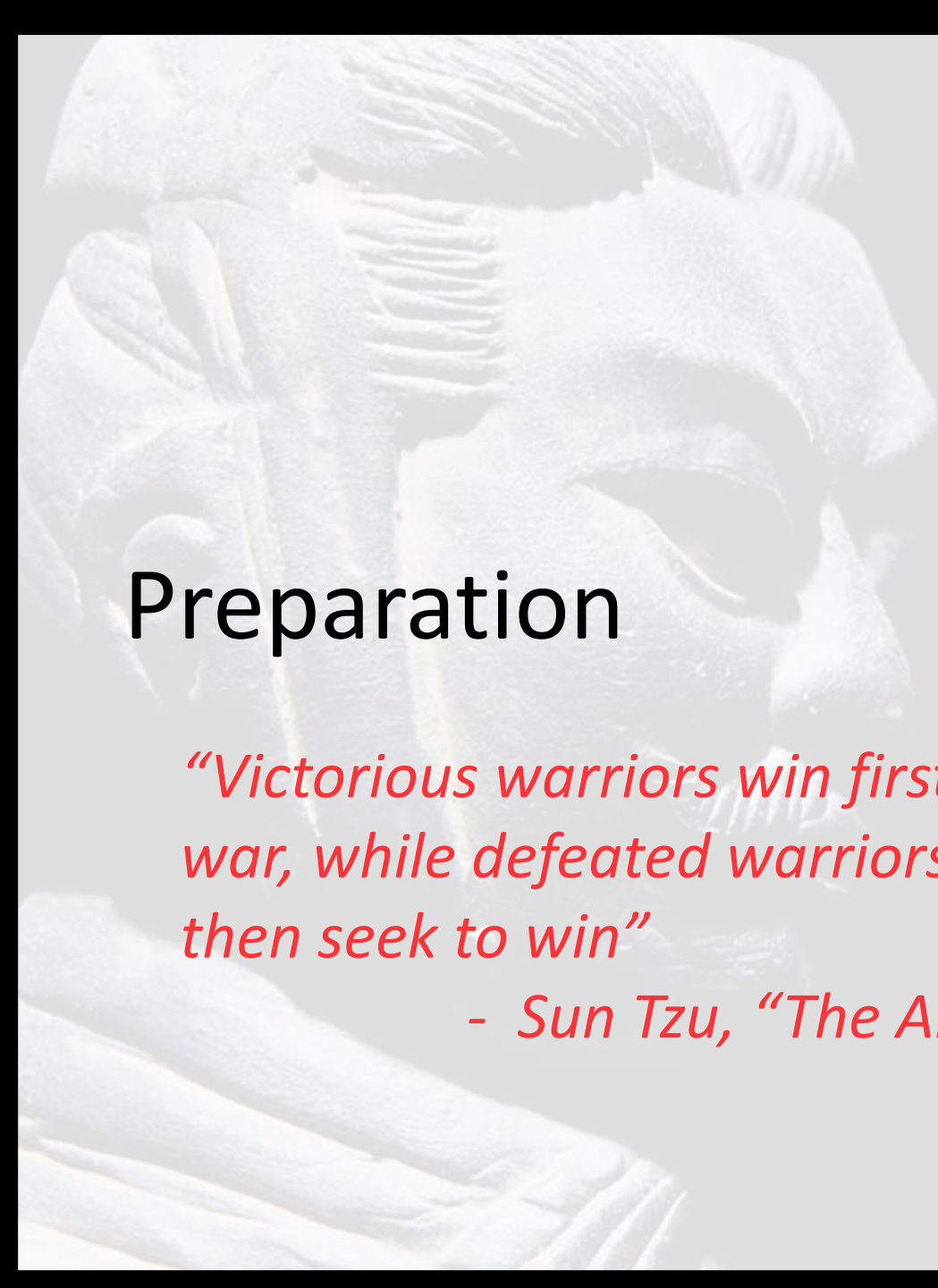
☐ Dig and then Dig Deeper

☐ Never Stop

☐ Stay Engaged







Preparation

“Victorious warriors win first and then go to war, while defeated warriors go to war first and then seek to win”

- Sun Tzu, “The Art of War”

THE ART OF WAR

Primacy/Recency Effect

A woman in a dark blazer is standing and presenting to an audience. In the background, a whiteboard contains a diagram with the words 'RECOVER', 'CUSTOMER', and 'DIVERSITY' and arrows indicating a process flow. The audience is seen from behind in the foreground.

People remember most
what you say first
and
what you say last

SIMPLIFY Interviewing



PREPARE

Start with knowing your Results



PROCESS

Have a consistent approach to answering questions... it's about storytelling



PRACTICE

Don't let it be that the first time you hear the words coming out of your mouth is in an interview

A background image of a business meeting with three people. A woman on the left is shaking hands with a man in the center, who is holding a pen and looking at a document. A woman on the right is partially visible, looking towards the center. The image is dimmed to allow text to be overlaid.

SIMPLIFY INTERVIEWING

☐ Situation

☐ Task

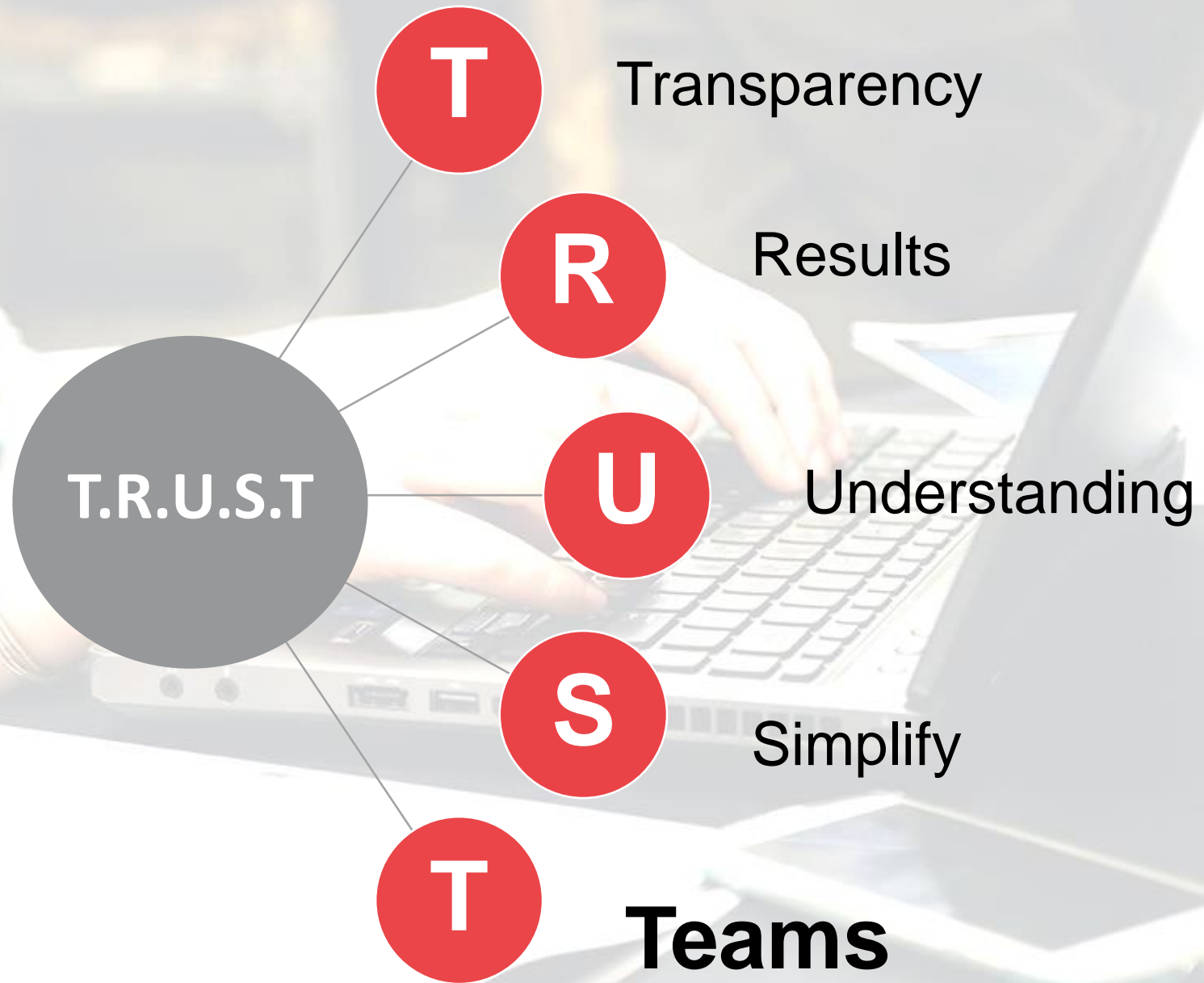
☐ Action

☐ Result

☐ So What?

Competencies

- ☐ Decision-making
- ☐ Problem solving
- ☐ Conflict management
- ☐ Leadership
- ☐ Planning & execution
- ☐ Drive results
- ☐ Analytical skills
- ☐ Performance management
- ☐ Talent development
- ☐ Stakeholder management



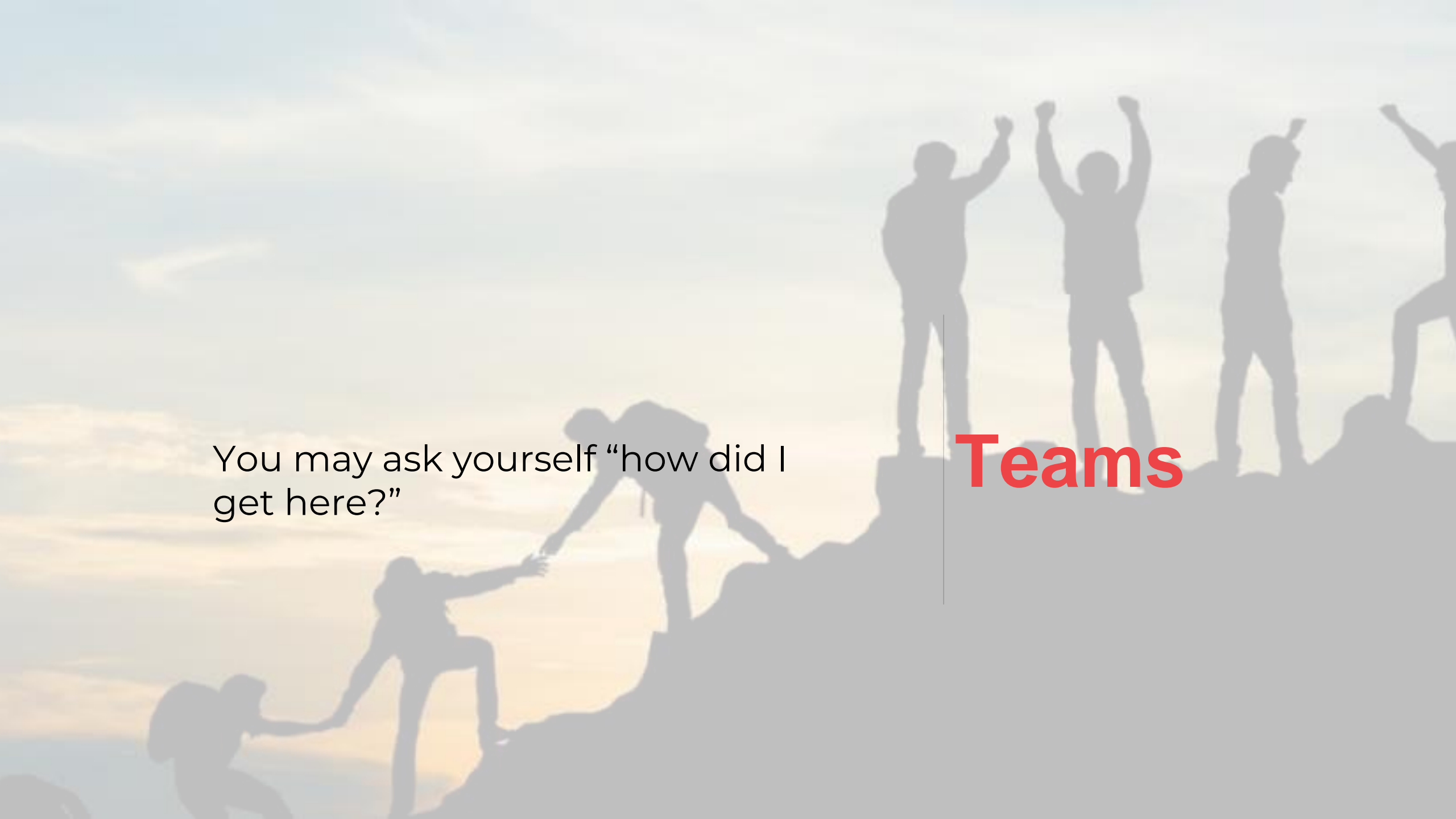
I solation is the
enemy of the
unemployed



A group of business professionals in a networking setting, overlaid with a red tint. The image shows several people in business attire engaged in conversations. A woman in a dark dress is on the left, a man in a light suit is in the center, and a man in a dark suit is on the right. Other people are visible in the background, all appearing to be in a professional environment.

Networking

75-80% of all jobs are gotten through someone
you know

The background of the slide features a silhouette of a team of hikers climbing a jagged mountain peak. The scene is set against a bright, hazy sky with soft clouds, suggesting a sunrise or sunset. In the foreground, a hiker is being assisted up a steep incline. Further up the mountain, several other hikers are visible, some reaching the summit and raising their arms in celebration. The overall mood is one of teamwork, perseverance, and achievement.

You may ask yourself “how did I
get here?”

Teams

Relationships



FAILURE FAILURE FAILURE
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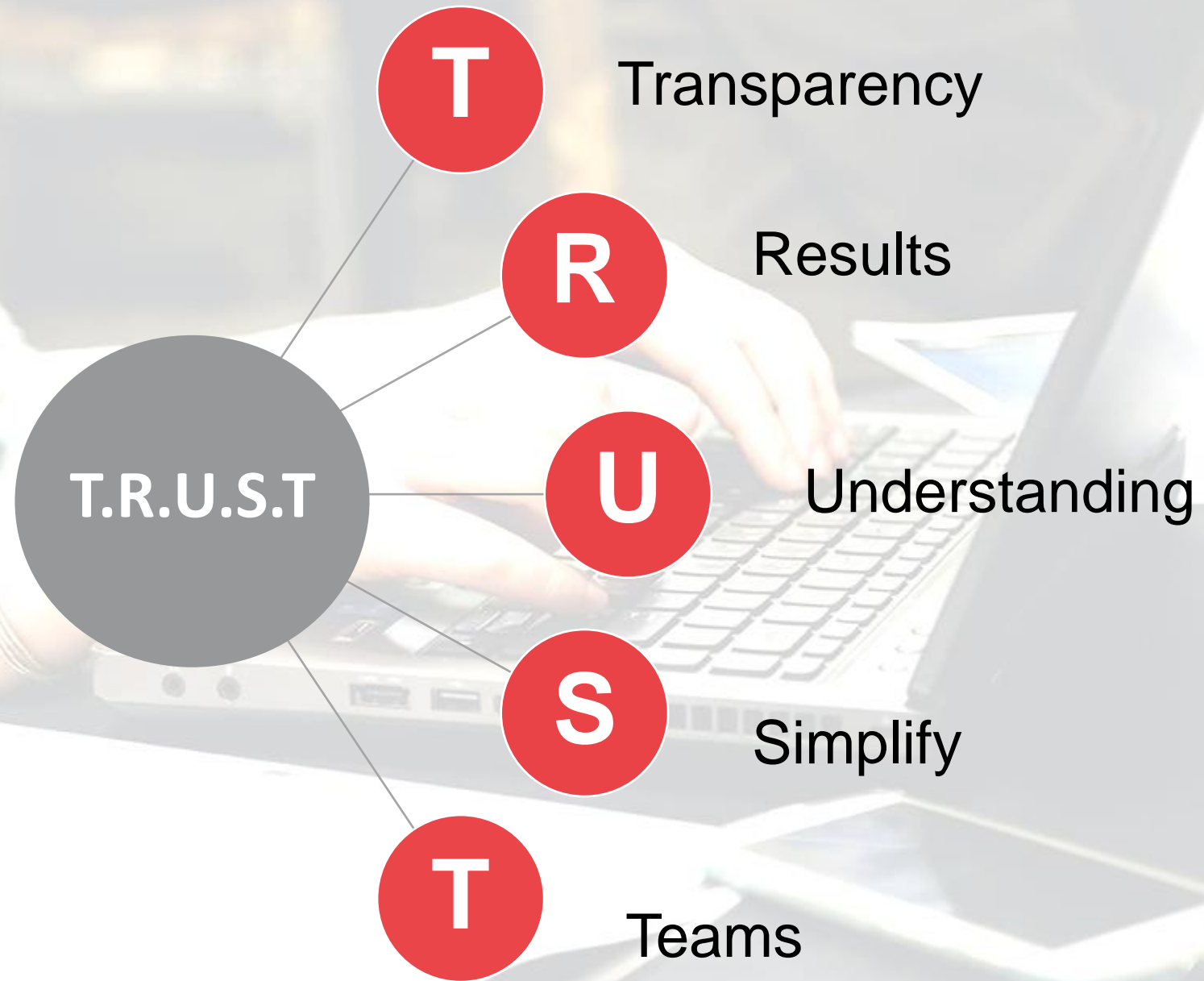
IT ONLY TAKES 1 YES FOR SUCCESS

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The background of the slide features a bright, high-key photograph of a group of people sitting at a long table. The scene is captured from a high angle, showing the silhouettes of the individuals against the intense light coming from large windows. The windows are composed of many vertical panes, creating a grid-like pattern of light and shadow. The overall atmosphere is one of a professional meeting or a collaborative workspace.

QUESTIONS?



THANKS!

[Click here to schedule a complimentary strategy session](#) about how to use TRUST to find your next opportunity, manage your career or to become a better leader.

[Click on this link to get a FREE guide entitled, "The Sher Way to Your Next Job"](#)

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