

Employment Model



“How To Market Yourself As a Mature Worker”

Presented by Carol Ford
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What has life taught you?

- ▶ Have you overcome other life changes and setbacks?
- ▶ What worked and what didn't?
- ▶ How could you compare this unemployment to other challenges you have met?
 - What's the same?
 - What's different?



We are currently in an Employer Market!

- ▶ Supply and demand has shifted
- ▶ There are still work available, but the skills and work content may have changed
- ▶ Employers look for ‘the best’ workers in down times just as much as in good times
- ▶ How can you add value? This is the # 1 question that Employers are asking.
- ▶ Business and industries are struggling to survive this downturn



LEGO vs
Fisher Price

Basic Principles of Marketing

- ▶ **Know your product/service**
 - Skills, Abilities, Experience, Industry knowledge, Attitudes and Behaviours
- ▶ **Establish a realistic 'price'**
 - What are the rates of pay in the current economy?
- ▶ **Pick your location and market**
- ▶ **Promote your product/service**



How does this apply to the job seeker?

Lets look at a basic product – bread and how it has transformed over the last few years



What is your product or service?

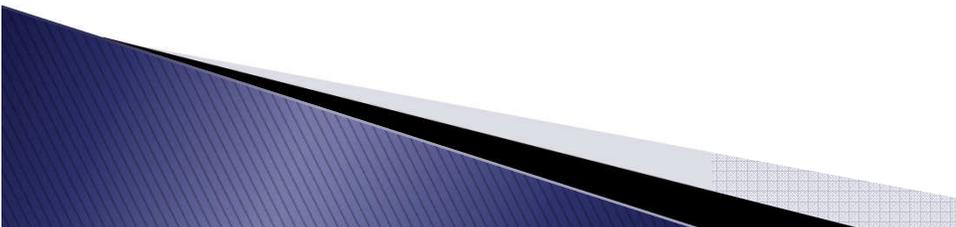
- ▶ We may need to take our existing skills and repackage them for the current employer market.
- ▶ Turn to the person next to you and list your top three marketable skills.

***[Product]** When marketing, you must first create a product or service that is clear and easy to comprehend so the potential buyers will have no problems in understanding what your company is offering. This is by far the most important role in marketing.*



What is the current price for your skills?

- ▶ Do you know the salary range for some of the work that you are researching?
- ▶ Have salaries changed in the last two years?
- ▶ Briefly discuss with the person beside you other benefits that can be gained by taking work that is not necessarily your first choice.



[Price] The next issue to work with when working on your marketing campaign is to create a price that is reasonable and competitive with your other companies in your market. You should do some research on these companies and find out the average prices of your type of product or service

<http://www.hays.ca/employers/salary-guides.aspx>

2009 Hays Salaries Guide – Example of Office Support Salaries

GTA-North York

North York			
	< 2 years	2-5 years	> 5 years
Senior Executive Assistant	50-60	55-65	60-70
Executive Assistant	40-50	45-55	50-60
Senior Administrative Assistant	35-40	38-43	40-45
Administrative Assistant	30-35	33-38	35-40
Sales Assistant	30-35	33-38	35-40
Marketing Assistant	30-35	33-38	35-40
Legal Assistant	35-50	45-55	50-60
Legal Secretary	35-50	45-55	50-60
Receptionist	30-35	33-38	35-40
Switchboard Operator	30-35	33-38	35-40
Front Desk Coordinator	30-35	33-38	35-40
General Office Clerk	28-32	30-35	33-38

North York			
	< 2 years	2-5 years	> 5 years
Data Entry Clerk	28-32	30-35	33-38
Typist	28-32	30-35	33-38
Inside Sales Representative	28-35	33-38	35-40
Customer Service Representative	30-35	33-38	35-40
Bilingual CSR	35-40	40-45	45-50
Order Desk	30-35	33-38	35-40
Customer Service Manager	50-60	55-65	60-70
Office Manager	40-50	50-60	60-70
Project Coordinator	40-50	45-55	50-60
Mail Room Clerk	28-32	32-36	36-40
Records Control Clerk	28-32	32-36	36-40
Client Services Representative	30-35	33-38	35-40

All salary figures are expressed in units of thousand dollars per year, except otherwise noted.

Where should you look for a 'buyer'?

- ▶ Industry Canada Site:
<http://www.ic.gc.ca/eic/site/ic1.nsf/eng/04523.html>
- ▶ Sample of my search for Skilled Trades in the GTA (**Googled Manufacturing jobs GTA**):
- ▶ http://www.bestjobsca.com/bt-emp-IN021-1-Manufacturing_Employment_Recruitment.htm
- ▶ <http://toronto.en.craigslist.ca/tor/mnu/>
- ▶ <http://www.torontojobclassifieds.com/manufacturing.htm>

[Place] When marketing your product or service you must also choose a location that will best suit your company in reaching your prospective market.



Can you promote yourself?

- ▶ What sets you apart from others looking for similar work?
- ▶ How can you feature these in all your job search tools?

Promotion You must always remember that communication with your consumer base is by far the most important aspect in marketing a new product or service. If you can make your client feel safe and feel as though they are making the right choice in choosing your product, you are one step ahead of your competition.



Myths about older workers – source

Google – Myths about Older Workers

- ▶ **Older workers aren't flexible or adaptable. They resist change**
- ▶ Older workers are just as adaptable once they understand the reason for the change. They are more likely to ask why because they have seen past changes in processes and procedures abandoned in mid-stream when they didn't bring expected rewards quickly enough. Studies show that a younger worker can be just as "strong-willed" as an older worker

Myth

Reality

Myths about older workers

- ▶ **Older workers can't or won't learn new skills**
- ▶ Those over 50 are proving their ability to learn new skills by becoming the **fastest growing group of Internet users**. And career-changers in their 40s and 50s are taking courses to enhance their skills

Myth

Reality

Myths about older workers

- ▶ Older workers take more sick days than younger workers
- ▶ Attendance records are actually better for older workers than for younger ones.

Myth

Reality

Myths about older workers

- ▶ **Older workers are less productive**
- ▶ Productivity is not a function of age. In fact, mature workers produce **higher quality work**, which can result in a significant cost savings for employers. Stories abound of highly committed older workers finding others' potentially costly mistakes regarding everything from misspelling of client names to pricing errors and accounting mistakes.

Myth

Reality

Myths about older workers

- ▶ Older workers have more accidents.
- ▶ Older workers account for only eight percent of workplace injuries. Older workers take fewer risks and statistically have lower accident rates than other groups.

Myth

Reality

Myths about older workers

- ▶ Older workers don't stay on the job long.

HRDC has estimated that, by 2011, approximately 41% of the working population will be between the ages of 45 and 64, compared to 29% in 1991

- ▶ Workers between 45 and 54 stayed on the job twice as long as those 25 to 34, according to the Bureau of Labor Statistics (US). A survey of workers over 40 found that 76 percent intend to keep working and earning after the traditional retirement age of 65. The Baby Boomers are, on average, a healthy and active cohort and can expect to remain so well into their 80s.

Myth

Reality

Here is your most fierce competition.....Generation Y (born 1981 - 2000) - source:

<http://www.personneltoday.com/articles/2008/09/14/47166/debunking-the-myths-about-generation-y.html>

- ▶ *Gen Y are excessively ambitious*
- ▶ They're like Generation X (born 1960 - 1978) on steroids and having been coached and supported all their lives, their expectations can be enormous. They are fiercely competitive and meeting their career aspirations can be a real challenge for organisations."

Myth

TRUE

Here is your most fierce competition.....Generation Y (born 1981 - 2000)

- ▶ *Gen Y isn't prepared to put in the hours*
- ▶ "There's no artificial barrier between work and life for GenY-ers they have a far more integrated approach.
- ▶ Although many of them talk about hating the long-hours' culture, if something needs doing urgently, they will make sure it's done - even if it is 2am."."

Myth

FALSE

Here is your most fierce competition.....Generation Y (born 1981 - 2000)

- ▶ *Gen Y-ers are eco-warriors who won't even consider working for employers with a less than 100% commitment to saving the planet*
- ▶ "Our research among 16,000 people suggests that concern for corporate and social responsibility tends to increase, not decrease with age."

Myth

FALSE

Here is your most fierce competition.....Generation Y (born 1981 - 2000)

- ▶ *Gen Y is self-absorbed and believes the corporate world owes it a living*
- ▶ "These youngsters have grown up believing in the message of the L'Oreal ads – 'Because I'm worth it' – and some of them are quite shocked when they realise that the world, or their own office, doesn't solely revolve around them."

Myth

TRUE

Here is your most fierce competition.....Generation Y (born 1981 - 2000)

- ▶ *Gen Y has been over-cosseted by helicopter (always hovering around) parents and shows a distinct refusal to grow up*
- ▶ "More direct parental involvement is a global phenomenon and if we want the top talent, then we as employers have to make allowances for it,"
- ▶ "My own personal experience suggests that Gen Y-ers are extremely independent and would do anything rather than go to their parents for help all the time."

Myth

TRUE/FALSE

Here is your most fierce competition.....Generation Y (born 1981 - 2000)

- ▶ *Despite years of expensive education, Gen Y is illiterate.*
- ▶ "Gen Y-ers use technology to overcome their innate illiteracy, but the effects are not always consistent."
- ▶ "They're among the brightest people in the country, but Gen Y-ers as a whole are unable to use written English properly."

Myth

TRUE

Here is your most fierce competition.....Generation Y (born 1981 - 2000)

- ▶ *Generation Y is labour-intensive and self-obsessed, but when push comes to shove, many of them have the talent and skills that organisations continue to crave.*
- ▶ "We're always willing to consider people with experience rather than a degree, but on the whole, we believe that today's graduates tend to be bright, sparky people who can engage with our customers and learn a terrific amount about our product in a short space of time." properly."

Myth

TRUE

Resumes continue to change...

John Williams

Technical Sales Rep with manufacturing experience

Technical Sales Rep seeks a rewarding and challenging post as a manufacturing sales representative.

- ▶ **Summary of Qualifications**
- ▶ Over 8 years of experience in the relevant field.
- ▶ Understand technical terms supported by an electrical qualification.
- ▶ Deep knowledge of motor control equipment.
- ▶ Exceptional ability to build relationships in a sales position.
- ▶ Enthusiasm, uncommon energy, self motivation and drive.
- ▶ Strong communication skills.
- ▶ Excellent customer service skills.
- ▶ Computer skills in Microsoft Excel, Word, and Outlook.



Jim Kelvin

Conscientious and organized worker

- ▶ Mechanical assembler with over 15 years varied mechanical assembly experience looking for an opportunity to support the growth of your organization.
-

Rachel Anderson

High energy employee who works best in busy office environments

- ▶ Administrative Assistant with strong interpersonal and organizational skills with a keen ability to multitask a variety of challenges and responsibilities.
- ▶ **Skills and Proficiencies**
- ▶ Reception role for a large international organization; greeted over 200 customers and suppliers daily
- ▶ Proficient with MS Word & Excel
- ▶ Handled and directed calls for 85 employees
- ▶ Prepared and assembled media kits for marketing & public relations
- ▶ Made domestic and international travel arrangements with savings of up to \$250 per trip
- ▶ Established and maintained electronic records management system

Rocky Anderson

Retail Associate who promotes customer service and sales

Retail clerk/cashier with over 5 years experience with a well known retail clothing company

Strengths

- ▶ Managed a cash draw in busy Men's department.
- ▶ Dealt with a diverse customer population.
- ▶ Solved billing problems and handled customer inquiries.
- ▶ Cooperative and enthusiastic employee
- ▶ Willing to learn product line and develop client loyalty



Johnny Peterson

Highly motivated and hard worker

Material Handler with several years experience transporting a variety of container and bulk goods, materials and tools.

Academic Qualification:

- ▶ High school diploma
- ▶ Completed courses related to material handler position

Organizational Experience:

- ▶ Processed material into and out of a major delivery organization by using different methods.
- ▶ Maintained 100% safety record for over 10 years
- ▶ Placed and handled items in cargo space by considering their shapes, size, stock number, and other storage factors.
- ▶ Maintained the records of different equipments and tools.
- ▶ Kept list of defective and expired material.



Closing....

As a result of tonight's discussion, what might you do differently this week?

Remember:

“Creativity involves breaking out of established patterns in order to look at things in a different way.” quote by Edward de Bono

