

# Osborne Village

RESOURCE CENTRE

## NEWSLETTER 2017

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# Message From The Editor

+ Jude Gaal

CAREER COUNSELLOR / WORKSHOP FACILITATOR

I love this time of the year. There's nothing better than walking down the aisles of my favorite stationery store checking out the latest in pens, folders, whiteboards and, well, everything! There's nothing better than getting supplies for a new year of learning. That's what the fall is all about! Last fall we noticed more clients were asking us how to use social media in their job search, so we made social media the focus for our newsletter. This year, since we've seen a significant increase in the number of mature workers using our services, we have decided to turn our attention to this topic.

We'll start with what we know. Sometimes mature workers re-enter the workforce because they want to stay busy and make a little money on the side. Often it is a matter of survival. The "mature worker" is not easy to define. Education, age, and experience can vary greatly. This can make it all the more challenging, not only for us here at the Centre, but also for employers.

One of the most common employer concerns regarding mature workers is a lack of computer skills. Because of this, an employer may incorrectly perceive a potential employee as incapable of learning new skills if they do not already have computer skills. As it becomes increasingly difficult to find a job not requiring some type of computer skills, it is important for mature workers to develop and maintain this skillset. Our employment facilitator and computer instructor Betty Punkert, contributes the first of a three part series on computers starting with the advantages and disadvantages

of the common versions of Microsoft Windows in her article *7, 2010, 10, 365, 8 What Do All These Numbers Mean Anyway!?*

Another challenge that we encounter with some mature workers is their unwillingness to listen to new information. This is also another common concern for employers. Mature workers who are perceived as "know-it-all" will not make the cut. Employers want people who are adaptable, flexible and show an interest in learning new skills. In her article *Five Tips For The Mature Job Seeker*, career counsellor Kristina Lonstrop provides advice on this topic. Sometimes the wisdom and experience of a mature person is exactly what is needed. Executive director, Keith Robinson, provides this perspective in his article *The Benefits of Hiring a Mature Worker*.

I am happy to report that other sectors in the labour market also realize the benefits of employing mature workers. For instance, some employers in the trucking and logistics industry have come up with effective strategies to minimize the negative effects of their aging workforce. This has led to the industry actively implementing new policies and practices to retain their older workers and provide other job opportunities in the field. Isabelle Hétu, Program Manager at Trucking HR Canada, notes that companies who invest in their older workers see results in productivity and engagement, as well as a decrease in turnover rates.

In Winnipeg, the healthcare sector has also worked to retain older nurses with success. Employment facilitator, John Perry talks to Toby Maloney, from the Seven Oaks General Hospital, to learn how the organization successfully met this challenge in the article *Healthy Organization Strategy Program*.

We are looking forward to learning lots more on this topic as the year unfolds, and sharing that information with you. As always we welcome your feedback and ideas for upcoming articles. Let us know what's on your mind by sending us at email at: [jgaal@ovrc.ca](mailto:jgaal@ovrc.ca). Please include in the Subject Line: fall newsletter.

We'll be back in January 2018 with more food for thought. Till then we wish everyone a fantastic fall, happy holidays and a wonderful 2018.

## INSPIRATIONAL QUOTE

“Some people are old at 18 and some are young at 90. Time is a concept that humans created.”

- Yoko Ono

# Five Tips For The Mature Job Seeker

+ Kristina Lonstrup  
CAREER COUNSELLOR

As a career counsellor, it is common for mature workers to share with me their concerns, fears and challenges. Here are five easy tips to help build your confidence as you take your journey toward your next job.

## 1. Develop a forward-facing resume.

How can a skills-based resume benefit a mature job seeker? A chronological resume is a timeline of the past. A skills-based resume demonstrates your experience in clusters of skills that are relevant to the position you desire. A skills-based resume is especially beneficial to job seekers who are transitioning to a different industry. It gives you the opportunity to demonstrate your up-to-date skills and knowledge, rather than reminiscing about skills of the past. The good news is that you don't have to worry about how to develop a resume—the staff at OVRC would be happy to help you with this task! Give us a call at 204.989.6503 to book an appointment.

## 2. Play up youthful qualities on your resume.

Are you inventive? Gregarious? Busy? Cheerful? Collaborative? Fun? Picture yourself on your best day at work. What were you doing, and why did it make you so happy? Analyze where you get your energy and state it in your highlights of qualifications. You've got the spirit in you, so show it off!

## 3. Get better and better! Pursue learning opportunities, professional development workshops and networking circles.

One of my favourite resources for industry professionals is the Alliance of Manitoba Sector Councils (AMSC). Visit AMSC and discover the sector council related to your desired field. There you will find opportunities for networking and training—and check out the job boards, too.

I'm also a big fan of the workshops offered by the Manitoba Tourism Education Council (MTEC). Do something different to open your mind and build confidence! It will look fantastic on a resume to show that you are enthusiastic about self-development.

## 4. Volunteer, volunteer, volunteer!

Here's a tip: think of volunteering as subliminal career counselling. Take away the issue of salary from your decision-making process and look at the elements of job satisfaction that are left. What are your desires? Do you want to be helping people? Are you proud of your proficiency in a skill? Do you want to meet new friends in a particular industry? Make a list of your wishes and what you would like to accomplish.

Good news! The friendly staff at Volunteer Manitoba offer half-hour consultations to discuss volunteer opportunities that match your goals. To arrange a meeting call them at 204.477.5180.

## 5. Learn new technologies.

I have a confession: I'm not naturally skilled in technology. But like many challenges in life, I have had to develop these skills to provide the best services to clients. I did this by taking one step at a time. Here at OVRC, we offer computer classes to help develop your skills using email, Microsoft Word, and Microsoft Excel. You can also sign up for computer training workshops at The City of Winnipeg Public Library. Finally, OVRC provides LinkedIn profile development appointments for clients. Learning new technologies will give you a sense of achievement, efficiency, and confidence.

Osborne Village Resource Centre is here for you to help you with strategies for overcoming these challenges. Please visit [ovrc.ca](http://ovrc.ca) to learn more about our services and workshops—you will feel welcome and supported!



**Contact OVRC for help on your journey to discover job satisfaction. Our career counsellor and employment facilitators have the knowledge and resources to help get you on your way!**



# The Benefits Of Hiring A Mature Worker

+ Keith Robinson  
EXECUTIVE DIRECTOR

When I became Executive Director here at Osborne Village Resource Centre, my first task was to hire a new front desk office administrator. This is such an important role! The person assists all clients and requires someone who can deliver their style to meet a client's specific needs. It requires someone who can be compassionate yet firm. The person also had to have experience providing service to clients of all ages, cultures, and backgrounds, as well as supporting the staff. This requires a lot of multi-tasking and professionalism.

Even though I had a great selection of candidates to choose from, the decision became very easy during the interview process. The person I hired for this position had extensive experience working in the banking industry. Working in that environment allowed her to develop the maturity to handle any situation that could arise at the front desk. It was the perfect fit. Because of this, OVRC has become more efficient and our clients benefit from her maturity, skills, and experience.

When I recruit I hire the best talent available. Although age does not factor into my final decision, a person with extensive experience can bring valuable skills and life experience that a younger person does not have.

*Whether I am hiring a career counsellor or employment facilitator, or front desk office administrator, experience and knowledge that comes with age is always beneficial.*

An older career counsellor will most likely have experienced numerous career changes. This helps to normalize career change for a client and reinforce that it is not unusual during a person's work life. It also reinforces that it is okay and beneficial to embrace change.

I have also observed that clients are often more at ease working with someone their age or older. A mature career counsellor or employment facilitator can often say "I have been where you are and it will work out. I did not like what I was doing a few times in my life and I made changes. Now I am working in a career I love. Let's work together to see what your dreams are, and what steps you need to take to achieve your goals."

Mature employment facilitators often have work experience in a variety of jobs. This knowledge can help them develop stronger resumes and cover letters to demonstrate a client's skills and experience and improve their success in getting an interview.

Maturity and life experience can also be beneficial when working with clients who are feeling a sense of loss and feeling hurt. They may have been fired or laid off from a job that they loved or worked at for a long period of time. This may require the career counsellor or employment facilitator to be firm and let a client know that they have to start taking the steps to process these feelings. This type of communication is usually better received from a mature person who has also experienced this.

Would I hire and train a younger candidate if they were the best fit for the job? Of course! It makes sense to hire the person who will best benefit our clients and OVRC. However, as you can see experience, wisdom, and knowledge that sometimes only comes from life experience, are not only beneficial to the success of our clients but also appreciated.

# 7, 2010, 10, 365, 8: What Do All These Numbers Mean Anyway!

+ Betty Punkert  
EMPLOYMENT FACILITATOR

This article is the first of three that will attempt to demystify the Windows versus Office confusion and help you identify which version you have, and what its advantages and disadvantages are. I decided to write on this topic because students in OVRC's computer classes often have trouble figuring out which version of Windows or Office they have. The first step to demystifying the Windows versus Office confusion is to know what Windows is.

Microsoft Windows is the operating system of the computer. Think of it as the brain that directs everything else. Microsoft 7, 8 and 10 are the three editions of Windows currently in the wild. Older computers may have Vista and XP, but for our purposes I will focus on the more common 7, 8 and 10.

**Windows 7** is what we use at OVRC. It has a traditional start menu which has pretty much been the start menu since Windows 3.1 in the 1990s.

**Windows 8** was released in 2012. Microsoft was branching into phones and tablets, so Windows 8 is designed to be touch screen friendly. The basic desktop looks familiar, but the Start menu is very different and depends on tiles, which are meant to be touchscreen friendly. Windows 8 is either loved or despised by its users. Personally, as a long time Windows user, I never really got the hang of not having a “proper” Start menu and went back to Windows 7

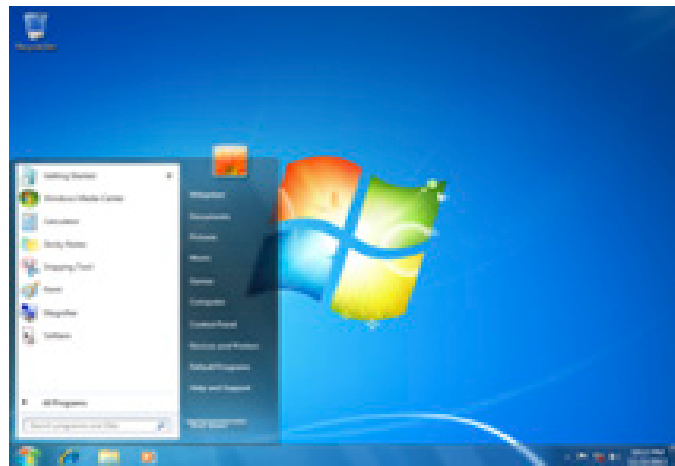
**Windows 10** was released in 2015. It offers a hybrid environment with a return to a more traditional looking Start menu that includes some tiles on the side. If you are on a tablet, it gives a tablet friendly start menu; if you are on a desktop, it behaves more like the traditional Windows 7 start menu. Windows 10 also introduced Cortana, a digital assistant similar to Apple’s Siri that allows you to use voice control and natural language commands with your computer.

Windows 10 is sometimes called Software as a Service. This has its advantages and disadvantages. To understand “Software as a Service” we could compare it to a car, something that needs ongoing maintenance. Let’s say that to purchase the car, you must agree to bring it in for updates, oil checks, polishing, and inspections – as required by the seller. If you do not agree to this maintenance process, the car company will not guarantee the proper functioning of the car. Windows 10 works the same way. If you don’t accept the required upgrades, your software may cease to work correctly. While this can be seen as a disadvantage, the advantage is that you don’t have to worry about upgrades, it is all done for you.

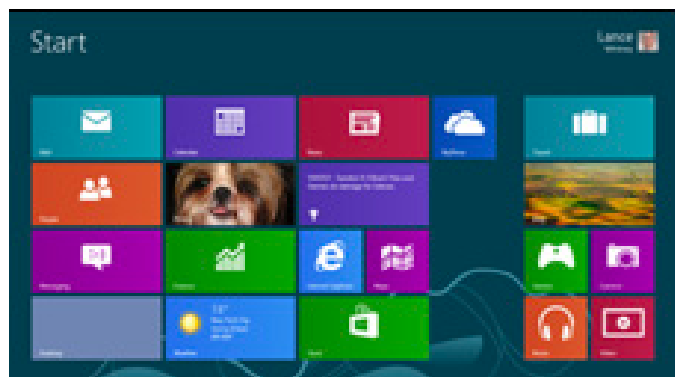
Another disadvantage to Windows 10 is that it will encourage you to create a Microsoft email account (in Outlook, Hotmail or Live), and use that to sign in to Windows 10. While you can set up Windows 10 to work without a Microsoft email account, you may find that it tells you some features won’t work without one. Frankly, if you don’t want Windows 10 to be tied to your existing email, I would recommend creating a throwaway email account just for your Windows 10 computer. It’s easier than constantly bumping up against functionality nagging.

Another advantage of Windows 10 is the ability to find a specific item. Just click on the Start menu and begin typing the name of your application software or the file you are looking for, and it will list relevant items. Doing a Search in Windows 10 is one of the things I feel they really got right; it’s simple to use, intuitive, and very robust. No more lost files!

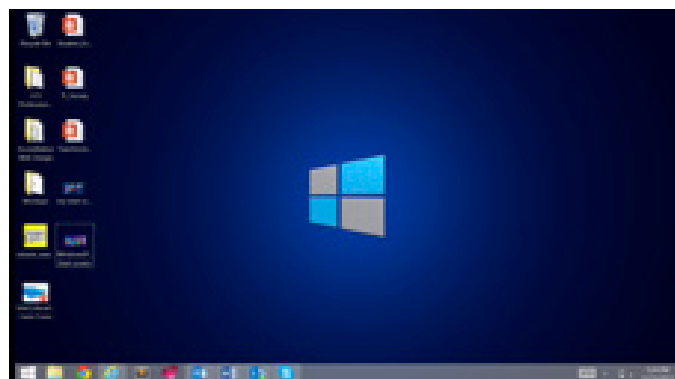
Stay tuned for Part 2 in the Winter 2018 Newsletter.



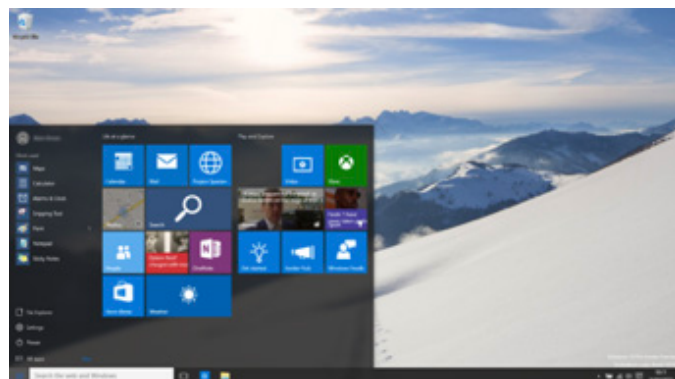
*Windows 7 screenshot*



*Windows 8 Start Menu*



*Windows 8 Desktop*



*Windows 10 screenshot*

# Dear Career Counsellor

+ Kristina Lonstrup  
CAREER COUNSELLOR

Dear Career Counsellor:

I have retired from my long-term career but would like to keep busy and earn some extra income. Do you have any suggestions for finding local employers who like to hire 55+ workers?

Signed,  
Retired Ron

Dear Retired Ron,

Thank you for your question. Even though I haven't met you, I can tell that you value productivity and accomplishment—you want to keep busy, even though it's your time to relax! I insist that you state your love of productivity and accomplishment on your resume's Summary of Qualifications! Here are a few suggestions.

When looking for job listings, get creative in the use of search

terms. Typical search terms like "Customer Service" produce vast and overwhelming results. Try different search terms on [wwwIndeed.ca](http://wwwIndeed.ca) to find job postings. Here are a few examples.

**Retired** – use this search term to discover which employers would like to hire a retired professional

**Diversity** – often job ads will state if the company prides itself on diverse hiring practices

**Mature** – this search term will help you discover employers who are seeking experienced, stable and committed applicants

But remember 50-85 percent of jobs are not advertised and only found in the hidden job market.

My second suggestion is to research employers in the hidden job market. A good place to start is at *Top Employers for Canadians Over 40*<sup>1</sup>. Identify the companies you would like to work for and send them your resume and cover letter. Using this strategy will eliminate the competition you would have applying to a job posting.



My third tip is to get help identifying your attributes and greatest strengths. Learn how to communicate what makes you special by signing up for the Branding Yourself workshop at OVRC.

Finally, be confident that employers value you and need you. I wish you the best of luck in your search!

Kristina Lonstrup  
Career Counsellor

*Top Employers for Canadians Over 40* is found at: [www.canadastop100.com/older\\_workers](http://www.canadastop100.com/older_workers)

*How Employers Are Evaluated:* Each employer is evaluated by the editors of Canada's Top 100 Employers in terms of: (1) they offer interesting programs to assist older workers; (2) they actively recruit new workers aged 40 years or older; (3) their HR policies take into account the unique concerns of older workers, such as recognizing outside work experience in determining vacation entitlement; (4) they offer a pension plan with reasonable employer contributions; (5) they assist older employees with retirement and succession planning; (6) they create opportunities for retirees to stay socially connected to former co-workers through organized social activities and volunteering; (7) they extend health coverage and similar benefits to employees after retirement; and (8) they offer programs such as mentorship and phased-in retirement, to ease the emotional challenges of retirement and ensure older employees' skills are transferred to the next generation.

Source: [www.canadastop100.com/older\\_workers](http://www.canadastop100.com/older_workers)

# The Healthy Organization Strategy Program

+ John Perry  
EMPLOYMENT FACILITATOR

Researching the topic of mature workers, I came across an interesting report on age-friendly workplaces<sup>1</sup> with a case study from the Seven Oaks General Hospital here in Winnipeg. With mature workers making up over half their staff they faced the challenge of finding a way to help keep

and support older nurses stay in the workforce longer. To meet that challenge the Healthy Organization Strategy Program was started in 2001. I was eager to find out more and spoke with Toby Maloney, Public Relations Manager, at Seven Oaks, to inquire if the program was still going and if so, what the benefits were.

**John:** What are the benefits of retaining and supporting older workers?

**Toby:** Older workers have professional knowledge and have experienced many changes in the industry, they have had to adapt a lot and have experienced what has worked and what has not. It also costs more to recruit and train employees than it does to retain them.

The healthcare industry can be physically demanding, as employees get older they are more likely to develop

workplace injuries, so that is one thing we tried to address by developing training courses and having resources for support. For example lifting and transferring training, has reduced workplace injuries.

**John:** *Mature workers are known to produce higher quality work which can result in significant cost savings, is this the case with Seven Oaks General Hospital?*

**Toby:** Personally I think that having a diverse workforce is key. An older worker may have better judgement and a younger worker may be more energetic, but balance in a large workplace is significant. Different people have different strengths.

**John:** *Do you find that older workers make excellent mentors and role models, which makes training other employees less difficult?*

**Toby:** It depends on the individual, it may be difficult to mentor if you are less experienced, but you can lead in other ways. Experienced employees may be more likely to mentor a less experienced individual. After many years in the same the position to be a mentor may rejuvenate the older workers interest and encourage them to stay with the organization.

**John:** *How have the work/life balance initiatives helped the mature workers at the Seven Oaks?*

**Toby:** The hospital has access to resources with the Wellness Institute, where we have been able to provide fast access to injury treatment and rehabilitation. As a result, employees recover from injury quicker, return to work safely and are off work for a less time.

**John:** What key indicators let you know that the Comprehensive Workplace Wellness Program is effective?

**Toby:** I think we have the lowest WCB Claims of all health

care facilities in Manitoba and we've always had very good engagement. We've helped some employees quit smoking and others have become active as a result of programs for getting fit. Over the years we have tried many things to see what worked. For example we had short term funding to pilot a pre-retirement leave and we still encourage pre-retirement planning because early retirement or full retirement might not be for everyone.

Also, we have been in Canada's Top 100 Employers list three times and on the Best Workplaces in Canada for 50 Plus Canadians list three times, and on the Top Employer in Manitoba list 12 times.

**John:** Have any other outside organizations reached out to implement their own Healthy Organization Strategy?

**Toby:** At one time the Wellness Institute at Seven Oaks was selling aspects of it to other organizations. We have also participated in the development of workplace wellness strategy including with the Conference Board of Canada and we also hosted and co-hosted conferences on work/life balance.

**John:** Thanks Toby.

*With an aging workforce in Canada, I would expect to see more employers valuing mature workers and offering similar programs across Canada. It would be an obvious decision for me after learning about of the benefits and the success of the program with Seven Oaks General Hospital. If you would like to assess how your organization is supporting an age-friendly workplace, go to the Government of Canada's website and check out the self-assessment tool for employers:*

[www.canada.ca/en/employment-social-development/corporate/seniors/forum/tool.html](http://www.canada.ca/en/employment-social-development/corporate/seniors/forum/tool.html)

“ It also costs more to recruit and train employees than it does to retain them. ”



<sup>1</sup> *Age Friendly Workplaces: Promoting Older Worker Participation. Report prepared by Federal/Provincial/Territorial Ministers Responsible for Seniors Forum, page 12.*  
[www.canada.ca/content/dam/esdc-edsc/documents/corporate/seniors/forum/promoting.pdf](http://www.canada.ca/content/dam/esdc-edsc/documents/corporate/seniors/forum/promoting.pdf)

NOTE: The report also provides information on how to support and retain an intergenerational workforce.





# Osborne Village

RESOURCE CENTRE

## About OVRC

Do you need help preparing a resume or cover letter?  
Could you benefit from meeting with a career counsellor,  
or signing up for our career and employment workshops?

To maximize your path to meaningful employment, go to OVRC's website at:

**[WWW.OVRC.CA](http://www.ovrc.ca)**

For information on the free employment workshops and services available  
call Judy, our client services representative, to schedule an appointment  
and /or sign up for one or all of our workshops.

Tel: 204.989.6503

If you would like to receive OVRC's Newsletter by email  
contact us at 204.989.6503 to get onto our mailing list.

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## About OVRC's Newsletter

If you have an idea for an article you would like to see, or contribute to the newsletter,  
or have any comments or suggestions, please contact:

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Newsletter design and layout by our volunteer Kristin McPherson.

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