



Osborne Village

RESOURCE CENTRE

SPRING & SUMMER NEWSLETTER 2018

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Message From The Editor

+ Jude Gaal

CAREER COUNSELLOR / WORKSHOP FACILITATOR

In the past year OVRC has focused on the “mature worker”. We chose this topic because of its relevance to the current labour market here in Winnipeg, and across Canada. In the last few years we have seen the number of “mature workers” seeking employment assistance rise significantly. The most obvious reason is that people live longer. According to the World Bank, the average life expectancy rate in Canada in 1960 was 70. In 2015 that had risen to 82. This increases the necessity of supplementing retirement income to make ends meet. For some individuals, it is simply because they don’t want to retire. They want to keep contributing and being part of society. Whatever the reason, it has created a new form of discrimination—ageism.

It’s odd how as a society we value age in some occupations, but not in others. For instance counsellors, psychiatrists, professors, politicians and scientists are perceived as distinguished as they age, while cooks, nurses, and truck drivers are penalized for growing older. In a report by PwC (PricewaterhouseCoopers), it was noted that 26% of Canadians have experienced age-based discrimination.

Many of our mature clients have been on the receiving end of this mindset, even though there are reports of a lack of people to fill positions. In the fourth quarter of 2017, Manitoba had a vacancy rate of 2.3% according to the Canadian Federation of Independent Business. In fact, by 2025 Canada will be “super-aged”. That’s a new term to describe a country that will have more than one in five people aged 65 or older. Due to a declining birth rate it seems very unlikely that mature workers are going to go away. They are now an established part of the landscape in the labour market.

So why are employers engaging in ageism? Many fear that older workers will cost more in wages and healthcare benefits. Others point to a lack of technological expertise. Some fear that a clash of generations will lead to less productivity. Lack of updated skills and credentials is another concern. Employers also make assumptions about the wages a person will or will not accept, and are sometimes inflexible regarding offering part-time work.

On the flip side mature workers often assume that employers only want younger workers because they will be able to pay them a lower wage, and will have to pay out less in healthcare benefits. There is also the belief that employers see them as having less energy and drive. Sometimes people are slow to embrace new technology, or do not want to report to a younger person. This attitude can play a big part in being hired or passed over.

John Perry’s article *Do Your Part To Eliminate Age Discrimination* provides some tips that can be easily incorporated in a job search. Keith Robinson’s article *How Are You Approaching Your Job* focuses on attitude, and Betty Punkert introduces readers to two online services that can help make the process of applying for jobs less daunting. *What I Learned From Robert DeNiro And Anne Hathaway* is Lisa Elmhurst’s contribution to the conversation and Kristina Lonstrup asks readers to consider how they are marketing themselves in her article *Work Ethic Is More Than A Number!* She also provides advice in her column *Dear Career Counsellor*.

As always we would love hear from you, and if you would like to read an article on a particular topic, send me an email at jgaal@ovrc.ca. Don’t forget to check out our offerings of career and pre-employment workshops. Have a wonderful spring and summer and we’ll see you in September!

LAUGHTER CORNER



Source: academy.justjobs.com/wp-content/uploads/2012/06/interviewer-unemployment-collection-specialist.png

Do Your Part To Eliminate Age Discrimination

+ John Perry

EMPLOYMENT FACILITATOR

Age discrimination in hiring is illegal. Even so, we all know it happens. It is also one of the reasons why workers over the age of 50 experience longer stretches of unemployment than younger people.

As an employment facilitator here at OVRC, I have supported numerous clients who are mature workers, and my first job search recommendation is to focus on the job advertisement. Many job ads require at least some use of digital technology and in many industries the application process itself has moved online. That means it is important for mature workers to demonstrate that they have computer skills and can use some type social media platform.

A lot of recruiters use social media to hire so my second recommendation is to create strong profiles on the business social media site LinkedIn and include specific skills and completed projects. Also include a professional looking photo. Recruiters look at the photo first before going onto other information on the page, so avoid the photos that might make an employer question your suitability. Just like all job seekers, mature workers should learn about privacy settings on social media accounts and avoid posting things that are questionable or could be considered inappropriate.

Next, I recommend that mature workers consider their email address. An email address can accidentally reveal your age.

Recruiters look at the photo first before going onto other information on the page so avoid the photos that might make an employer question your seriousness.

Email services offered by Yahoo and Hotmail started back in the 1990s. Gmail was launched in 2004 and is more likely to be used by someone who is younger. Creating a new email account with Gmail is another way of eliminating potential age discrimination. It's also important that the email address has a professional username and does not include the year of birth.

In regards to resumes, they should reflect your experience, not your age. If you have been in the same industry for more than 10 years, using the phrase—extensive experience—is a lot better than using the phrase—over 25 years of experience. Also remove any dates related to education that go back further than 10 to 15 years. The year you graduated may also serve as an immediate and unhelpful signal of your age and can prove to be a limiting factor in your job search.

I would also recommend to be careful when including education on your resume. Use the latest name. For example, if you attended Red River Community College, you are informing employers that you graduated prior to 1998. Also, using a functional or skill based resume instead of using a chronological resume also minimizes the emphasis on dates, and instead focuses on your abilities. And remember to only include the last 10 – 15 years of your work history.

If your line of work requires maintaining certifications, make sure yours are still valid. That might require taking a few classes and getting re-certified. Acquiring new certifications can make you more competitive and confident to compete in the job market.

Volunteering and staying active with professional organizations is another good way to show your commitment to keeping your skills current. Employers will value this.

If you are a mature worker and would like to learn more about what you can do to eliminate age discrimination call the Osborne Village Resource Centre and schedule an appointment.



Make Big Data Work For You: Labour Market Research And Resume Optimizing

+ Betty Punkert

EMPLOYMENT FACILITATOR

Sometimes it can feel intimidating to apply for jobs online. You feel like you never know what to put on your resume because of Applicant Tracking Systems (ATS). On the other hand, even if you figure that out, how do you know who is actually hiring, and what the going rate is?

This month we are going to introduce you to two online services that can help you clear away some of that fog: Worxica and Jobscan

Worxica (www.worxica.ca) is a Canadian organization out of BC that has a treasure trove of data analysis for job seekers. Based on actual real life job postings (one and a half million and counting across Canada) over the last six months, it will tell you how many jobs were posted in Manitoba for that job title. You can get a sense of the average salary, and the most commonly requested skills and education. Best of all, you can see a list of which companies were hiring and how many jobs they posted.

You can run five or six searches on Worxica without registering, but signing up for a free account increases this to the hundreds. There are tons of ways you can use the information.

Are you trying to get training? Learn what the real life job market has on offer and back up your claims that it is a growing industry. Are you thinking of changing careers? Discover who the major players are in your new line of work.

One very interesting thing I discovered after quite a few searches is that if you are looking

for administrative or accounting work—and you do NOT communicate with placement agencies—you are missing out. On average, placement agencies are between 4 and 6 of the top 10 hirers in both of these fields.

Another interesting tidbit is that only 2/3 of the construction work in Manitoba is in Winnipeg, so if you're willing or able to travel to where the work is, you're more likely to get hired.

You can use the Required Skills and Qualifications section to make sure you hit all the high notes and include the skills that real live employers are looking for in THIS job market on your resume.



By changing a word here and there and making sure your terminology matches the advertisement more precisely, you can get past the ATS to a human resources person.

Now you know who is hiring, what skills they are looking for and what they might pay, but perhaps you're feeling intimidated by the Applicant Tracking System (online applications).

Jobscan (www.jobscan.co) is a neat website that allows you to paste the text of your resume (and cover letter if you have one) in one box and the ad in the other. It then assesses your documents to figure out what the match rate is against the advertisement based on several of the top online application scripts.

You are limited to five comparisons a month before you have to pay for the service, but it will point out missing hard and soft skills and give you a percentage rating. Minor changes to your resume might improve your ability to get past the script and into the hand of a human. (About fifteen minutes of tinkering brought the sample resume from 31% to 50%, which is a noticeable improvement.)

When you are optimizing your resume, always remember that at some point a real live human being has to read this document,

and so your changes should be natural and integrated into your existing skills. By changing a word here and there and making sure your terminology matches the advertisement more precisely, you can get past the ATS to a human resources person.

It is useful to clean up the advertisement before you paste it into the box – remove the job titles of the people you report to for example, or you will fail because your resume doesn't say Executive Director in it. Remove numbers, the address of the

company, application instructions, and anything else that is not directly related to the job responsibilities or qualifications. If there is a chunk explaining their culture, leave that in, as it will give you clues for useful attributes.

There you have it, two really interesting tools to understand the local labor market, skills employers really want, and to tweak your resume to get past the computerized gatekeepers and into the hands of a human. Happy hunting!

How Are You Approaching Your Job Search

+ *Keith Robinson*

EXECUTIVE DIRECTOR

How are you approaching your job search? This might seem like a simple question, however if you are an older worker it might just provide a clue as to how you may be hurting your chances at being offered a job. Two mistakes that mature workers make in their job search can be attributed to attitude. Let me illustrate.

Clients have stated in their cover letter, or in an interview, their need to re-enter the workforce, or stay in the workforce a little longer because they cannot afford to live on their current income. I know that this will sound uncaring, but do you really think that your financial needs matters to a potential employer? Do you think an employer will say, "We really need to hire that person so that their financial needs can be met?" Do you think stating your financial needs in a cover letter will entice an employer to call you for an interview? Of course not. How you approach your job search will significantly impact how an employer responds to your application.

Yet some clients will accuse employers of ageism when they have communicated their needs this way. "They don't want to hire me because of my age." But I ask you, is it the person's age, or is it that they are focusing on their needs instead of showing the potential employer how they meet the qualifications of the job?

Another mistake that mature workers sometimes make is thinking that a potential employer will jump at the chance of hiring them if they promote themselves by putting others down. Saying things like, "I am more dependable, reliable or professional than the younger generation," or "You won't have to worry about me being on my cell phone,

being late or not showing up for shifts because I am older and have respect for my employer," may just be the thing that turns a potential employer off. The things that mature workers point out might not even be a problem in a company's work culture. It may even offend interviewer. They might think, "I know how to manage my team, they're all responsible, energetic people who go the extra mile on the job. I don't need someone coming in and badmouthing my staff!" Is this how you are approaching your job search?

Why not focus your energy on promoting the assets you bring to a position, or to put it another

way—what you can do for the employer! Refer to the skills and experience that are relevant to the position in your cover letter and at the interview. Let them know why you are the best thing since sliced bread! That's what will grab an employer's attention and interest. That's the kind of information that will get an employer to say, "We need this person's experience and skills, it will make us better and more profitable." That's the way to approach your job search and improve your chances of getting hired in today's job market.

Please call OVRC at 204.989.6503, or take a look at our workshops and services on our website www.ovrc.ca. We can provide you with all the tools to be successful in your job search. The problem is your age if you make it an issue. If instead, you approach your job search by focusing on what you can do for the employer your experience will become your asset!



What I Learned From Robert DeNiro And Anne Hathaway

+ Lisa Elmhurst

EMPLOYMENT FACILITATOR

Have you seen the movie *The Intern* with Robert de Niro and Anne Hathaway? If you haven't I highly recommend it. Even though nothing blows up, and no one saves the world, it is funny, insightful and inspiring! Inspiring for mature workers, and eye opening for anyone old enough to work. This movie also lets the elephant out of the closet.

In many cultures around the world, older people are respected and valued for their wisdom. The same values also used to exist here in Canada, but has this changed? Have we unintentionally excluded mature workers and forgotten the wisdom and experience they have to offer? Are some of the fears that mature workers share with me legitimate?

I would say yes and no. This is probably not the answer you are looking for. I say yes and no because age discrimination does exist, but certainly not always. More and more employers are realizing the value of mature workers, and are willing to accommodate the need for flexibility. In a recent online article CBC reported that "There were more than 24,000 new jobs created in April for workers 55 years and older, Statistics Canada reported this week, the fastest growth rate for any age group."¹

Just as it is important for employers to be open minded and realize the value of mature workers, it is important for mature workers to take a closer look at themselves. Often clients express their fears and concerns to me. Listening, I recognize the importance of positivity, encouragement, and the sharing of ideas (collaboration) to overcome hurdles and achieve success. This means taking a look at yourself.

What is YOUR perspective about yourself? Do you engage in lots of negative self-talk? If you do, chances are you may be bringing a negative, unconfident attitude to the interview. This is detrimental to your chances of being hired.

Instead, take an inventory of all the things you have learned and done over the years (either in a workplace setting or through volunteering). You may be surprised and realize just how much you have to offer an employer! Also, remember that many employers see mature workers as dedicated, ALWAYS punctual, sincere, focused on the job, and not caught up in the fight to the top.

The Intern shows perfectly some of the challenges mature workers face, but also how perseverance and a willingness to learn and adapt can lead to wonderful and rewarding opportunities. It shows how a mature worker succeeded despite initially struggling to find his place within the company. He took initiative to learn new technology, and his coworkers also realized that he had a lot of valuable knowledge to share.

This is an exciting time. More than ever this is a time when all the generations can work together. The opportunity to share knowledge, mentor and help each other develop new skills is bountiful.

Just as it is important for employers to be open minded and realize the value of mature workers, it is important for mature workers to take a closer look at themselves.



¹Peter Evens. CBC News. Older workers see job gains, while market tightens for the young. May 7, 2017. <http://www.cbc.ca/news/business/job-market-older-workers-1.4101163>

Work Ethic Is More Than A Number!

+ Kristina Lonstrup
CAREER COUNSELLOR

At OVRC, we work with many mature clients. It's common concern is that their age will act as a barrier to obtaining employment. Yet, if you look around you will see that our workforce consists of many mature workers. As I work with a high number of mature workers, my concern becomes not so much age, but rather the question *what kind of professional are you?*

Regardless of age, it's important that we market our personalities, values and talents in our resumes and cover letters. In each and every professional, there is something special inside. Mature clients must *consider if they are marketing themselves well?* This can be done by thinking about workplace values, skill demonstration and attributes.

Workplace Values

Think of the last workplace you had that had a family feeling. When there was an opening to hire a new staff person, were you concerned about *who is the new applicant?* Will they fit in well with us? Did your workplace have values that you wanted to maintain, such as harmony, efficiency or collaboration? *What are your values?* Here at OVRC, we have a values exercise to help you prioritize what's important in your sense of purpose. We want to ensure that you are advertising your values well, so employers understand what energizes you best.

Skill Demonstration

This is where I have a beef with the way that we think we are supposed to write resumes. Many resume templates online will teach you how to write a chronological resume. A chronological resume works fine if you started from the bottom and worked your way up—and you plan to continue to grow in this specific field. However, here at OVRC we prefer skills-based resumes. With a skills-based resume you have the freedom to promote tasks that energized you and made you shine. *I'm a big fan of skills-based resumes because it provides the platform to show your talents, tasks and responsibilities right out on display for the employers eyes.* Is an employer really interested that I was a Smitty's waitress from 1999 – 2001? I mean, I loved that job—but it's not related to the core skills necessary in my current career.

In the past 12 months, more than 275,000 new jobs have been created in Canada's economy. But almost half of them — 133,000, to be exact — have gone to workers 55 and up.

*Evans, Pete. "Older Workers See Job Gains"
CBC News, May 7, 2017*

A skills-based resume is especially important if you want to transition into a new line of work: a chronological resume will only advertise where you've been in the past.

Attributes

Many people write resumes using words *they think employers want to hear*, and not the words they are. The problem with this strategy is that they get hired, *only for their employers to find out they are not these words at all.*

Here's an example of this. I see the same attributes stated on resumes over and over again: reliable team player. Everyone, I mean everyone, calls themselves reliable team players, including applicants who are neither reliable nor a team player.

When so many applicants state that they are a reliable team player the words end up losing their impact when an employer reads them on a resume.

It is natural to want to be valued and appreciated for *who we are*. So instead of using attributes you think employers want to hear, why don't you *instead use attributes you are?* Are you methodical? Devoted? Persistent? Focused? Empathic? Diligent? As Canadians we are taught to be humble—but that isn't helpful when we want to market what makes us special as professionals. Be proud! Tell the employer something good! Tell the employer about an attribute you are that no one would know about you unless they were working with you.

In conclusion, please do not fret if you are unsure how to put your best qualities into words. That's what we are here to do for you! We invite you to book an appointment to have one of our employment facilitators write a skills-based resume for you, and join the OVRC workshops for a boost of confidence and self-awareness.

Dear Career Counsellor

+ Kristina Lonstrup
CAREER COUNSELLOR

Dear Career Counsellor,

Due to my company restructuring, I was given a buyout—but I'm not ready to retire. Yet I'm not sure if I want to return to my same field. Do you have any suggestions for how I should proceed with my career?

Thank you,

J.S.



Dear J.S.,

Your concerns are very common at Osborne Village Resource Centre. I would like you to know that you are not alone. We work with many mature workers who are seeking support as they transition to their next job. You will feel a sense of belonging among the other participants in professional transition.

I also have good news for you: we have several services to meet your needs. Here are some activities we provide to boost your self-awareness, competence and confidence.

1. **Values alignment:** looking into your next chapter, what is really important? What motivates you, and what exhausts you?
2. **Skills inventory:** what skills would you like to be demonstrating?
3. **Attributes:** what is your natural personality for which you want to be valued as an employee?
4. **A target company list:** which workplaces intrigue you?
5. **Company research:** how do you discover characteristics of company cultures? How do you know if your next workplace will be a good fit?
6. **Resume and cover letter development:** how are you marketing your best self and skills?
7. **Scheduling my job search:** what job search methods work best for you, and how do you maintain balance between your personal life and your job search?
8. **Networking:** how do you talk about your job search goals with your family and friends?
9. **Interview skills:** are your interview skills at their most competent?

For more information about our workshops and services, why don't you find out from clients themselves! Visit our website to read client testimonials at www.ovrc.ca/workshops/.

If you are interested in joining our workshops or would like to talk more, please call me at (204) 989-6503 to book an appointment. It would be my pleasure to schedule your services. Career development and the job search is my favourite subject. The bonus is that we will also have lots of fun.

See you soon!

Kristina Lonstrup
Career Counsellor



Career & Pre-Employment Workshops

For dates and times please go to www.ovrc.ca and check the monthly calendars, or call OVRC at 204.989.6503.

All career classes are located at the OVRC, 2nd Floor, 107 Osborne Street

CAREER EXPLORATION WORKSHOP

Is it time for a career change? Are you unsure what direction to take? Sign up for the Career Exploration workshop! On the first day of this workshop, we will participate in activities that will identify our values, our skills, our attributes, our past occupational experiences, and our personality types. On the second day, we will discover occupational research websites where we will evaluate occupations using our self-exploration inventory. The Career Exploration workshop is an excellent tool for defining career satisfaction.

Please note: this workshop is designed for career exploration only, and not job search.

JOB SEARCH CLUB

We provide assistance with applying for jobs on the computer; this includes online applications, emailing potential employers, modifications to a resume and/or cover letter, faxing applications, and using job search sites productively.

SCHEDULING FOR SUCCESS

This workshop is designed to increase your awareness of how scheduling job search activities can help you stay focused, motivated and successful. Learn how to schedule a job search that will get you results!

BRANDING YOURSELF

Talking about the job search can be challenging for some people. Learn how to effectively articulate your employment needs so that people in your network know how to help you.

INFORMATIONAL INTERVIEWS

1/200 resumes result in a job offer, but 1/12 informational interviews result in a job offer. Why are informational interviews such an efficient and effective job search strategy?

Let's learn, prepare and practice together.

Please note: participants must be referred by an OVRC staff person to register for this workshop.

RESEARCH = JOB SEARCH SUCCESS

Learn how little time it actually takes to research a company and benefit in all sorts of ways: from where to apply for work, to writing your cover letter and resume, to preparing for the interview. You will also be introduced to a variety of resources that will help you get the information you need.

Please note: to participate in the workshop you must bring a printed job posting.

MAKING SMART REFERENCE CHOICES

Don't lose the job offer because of poor references. Learn how to select references that will speak positively on your behalf and help seal the deal.

MY TARGET COMPANY LIST

Applying for any job can be discouraging. We recommend a different approach – creating a list of companies you want to work for! You will be introduced to the free resources that will help you generate a target company list and get the job you want.

Please note: participants must have the ability to navigate a search on the internet.

ACE THAT INTERVIEW WORKSHOP

Get the skills and confidence to ace your next interview by attending this two day workshop! In addition to learning how to answer standard, behaviour descriptive and situational interview questions, you will also have time to practice your responses and get feedback from workshop participants and the workshop facilitator. Join us for this fun, interactive and engaging workshop.

LIVING IN MY JOB SEARCH

Sometimes looking for work can feel like a roller coaster ride; emotions run high and we wonder if we'll ever get that next position. Give yourself a morning to learn some simple techniques that will help you re-energize and reboot your job search!



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

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.

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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