

# Mature Audience Career Toolkit

Info and Resources for the Baby Boomer Audience

# Welcome!

THE UNIVERSITY OF RHODE ISLAND  
FOUNDATION & ALUMNI ENGAGEMENT

This toolkit contains a collection of information and resources designed to aid your thinking, decisions and actions as you consider staying in or returning to the workforce. It is not intended to be a quick read but rather a thoughtful guide of insights and application:

- **Part 1: Current Baby Boomer Landscape** (*COVID 19 Reference, Slide 10*)
- **Part 2: Career Plan Framework – Exercise and Advice**
- **Part 3: Career Related Resources for Baby Boomer Audience**
- **Appendix: Who Are the Generations?**

We welcome your feedback, suggestions and insights on both the toolkit and the topic.

# Part 1

THE UNIVERSITY OF RHODE ISLAND  
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## Current Baby Boomer Landscape

## INTERESTING FACTS

USA TODAY

Paul Davidson

January 9, 2019

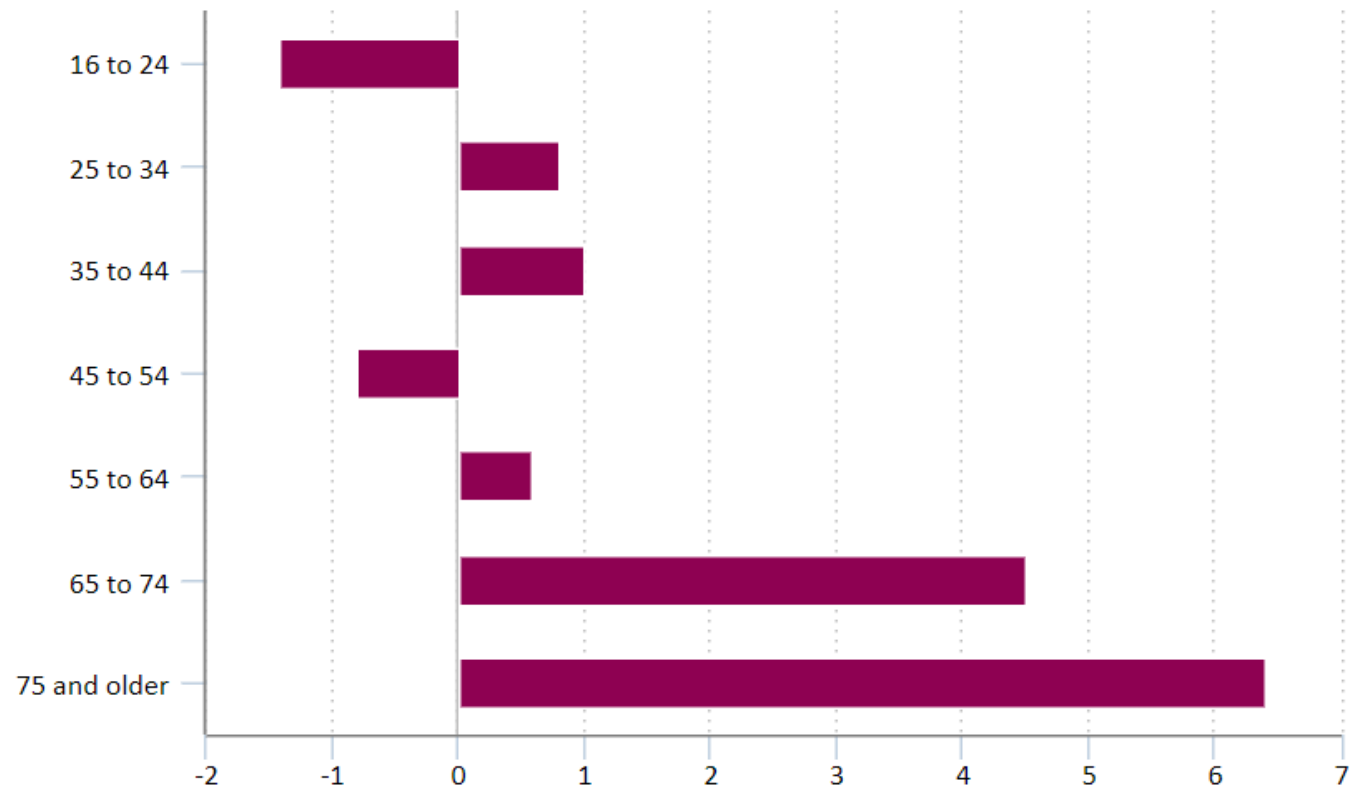
### Older workers are driving job growth as boomers remain in workforce longer

- Americans 55 and over made up about half of all employment gains in 2018, [according to an analysis of Labor Department data by The Liscio Report](#), a research publication for investors. That's an eye-popping share considering that demographic made up only a quarter of last year's labor force -- which includes people working and looking for jobs.
- Of the 2.9 million new jobs recorded by Labor's survey of households last year, 1.4 million were taken by people 55 and over. [And in December](#), 39.2 percent of Americans in that age group were working, the largest portion since 1961, according to the monthly employment report Labor released on Friday.
- Among the factors behind the numbers: Older people want to work longer. The low, 3.9 percent unemployment rate provides them more opportunities as businesses struggle to find qualified job candidates. And lots of workers are simply aging into the 55-and-older bracket while many prime age-Americans remain sidelined.

**While annual growth in the labor force declines for age categories 16-54, the growth for age categories 55-75+ increases significantly - projected over years 2014-2024.**

DID YOU  
KNOW:

**Chart 2. Annual growth rate in labor force by age, projected 2014–24  
(percent)**



Source: U.S. Bureau of Labor Statistics.

# IT'S A FACT! BABY BOOMERS ARE STAYING IN THE WORKFORCE


## WHY?

- Enjoy Working
- Social Network Fulfillment
- Retirement Savings Builder
- Financial Benefit – “I’m Not Touching Savings”
- Healthcare Benefits
- Stay Engaged, Sharp, Take On New Challenges
- Desire to Add Value
- Dependent Care Costs - Financial Need
- Fill Time, Stay Busy
- Contribute to Worthy Causes

## WITH A RANGE OF WORK OPTIONS


- Same Organization: Current Job or New Job
- New Industry or Company – Same Function
- Non-Profit Work - Worthy Causes
- Distinct New Challenge - Encore Career
- New Business Start-up
- Consulting - Expertise to Current or Other Organizations
- Training – Develop Others in Area of Expertise
- Teaching – Motivating Our Young Minds
- Multitude of Full Time or Part Time Jobs that are less stress, reduced hours, fun, etc.

## ANOTHER INTERESTING FACT – ORGANIZATIONS ARE SEEING BABY BOOMERS “UN-RETIRE”



“My attempted retirement didn’t last 1 year – I was a Retirement Failure with an eagerness and smile to be work engaged”


“Retirement at age 50, after years of corporate success, was a proud achievement. Yet time showed me I didn’t want to give up work, I simply wanted out of a very stressful environment”



“I am not good with idle time – couldn’t wait to jump back into work”

“It was exciting to leave the workplace and begin a new daily life, trips, new hobbies. Overtime I realized the days and weeks are long – even with a new routine. It was time to include some work in the new routine”

“Retirement can be pricey – dinners, new activities, travel – to supplement income was a reality for us”



“After 40 years of building skills, I felt lost! I forced myself to be retirement busy but the desire to use those skills was overwhelming. I’m consulting, and I feel whole again!”

“Retirement brought me many new and cherished friends however I missed the comradery of a team working towards a goal and those chaos moments of all hands on deck. It may sound crazy but I’m very lucky my company hired me back part time”

## **AN EXCEPTIONAL FACT - BABY BOOMERS BRING GIFTS TO THE WORKPLACE:**

**APPETITE FOR  
CONTINUOUS LEARNING**

**WORK ETHIC,  
DEDICATION, SELF-ASSURED**

**INDUSTRY AND FUNCTIONAL  
EXPERTISE**

**ABILITY TO COACH, MENTOR,  
TRANSFER KNOWLEDGE**

**COMPETITIVE EDGE:  
MATCH THE MATURE  
DEMOGRAPHIC  
OF COMPANY CUSTOMERS**

**SENSE OF LOYALTY TOWARDS  
ORGANIZATIONAL  
SUCCESS**

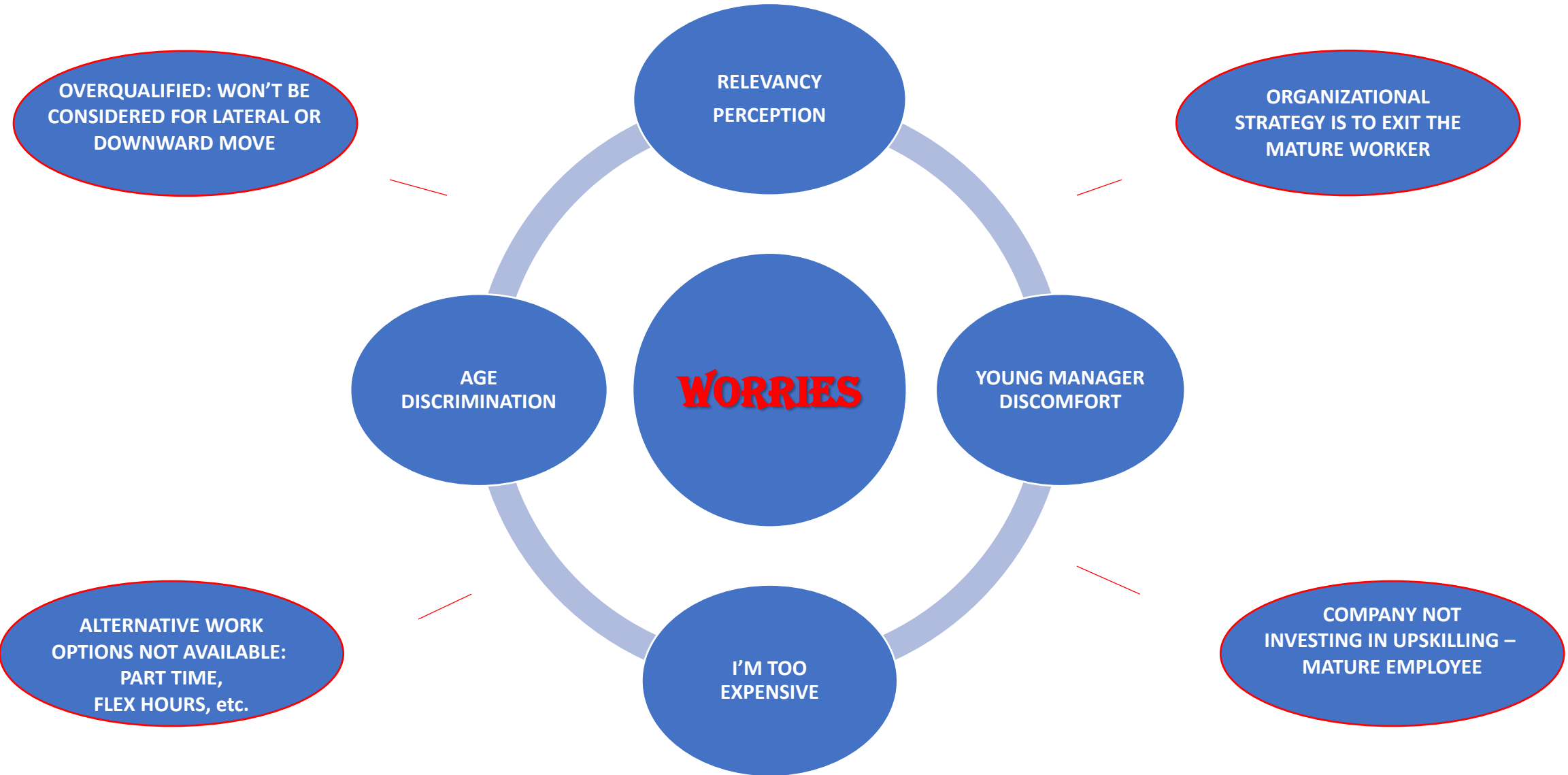
**PATIENCE**

**GOAL CENTRIC**

**KNOW HOW FOR HANDLING  
ORGANIZATIONAL CHAOS  
AND BUMPS**



CONVINCING PICTURE THUS FAR! **YET** THERE ARE BABY BOOMER **WORRIES**:



# Covid-19 Impact on Mature Workers – Many Articles Paint a Gloomy Picture

**“Nonetheless, have heart, confidence, and some chutzpah. It is feasible to meet this challenge.”**

Content on this Slide are extracts from:  
*MarketWatch*, Outside of the Box Article  
May 8, 2020 - Kerry Hannon

One bright light for job seekers will be the surge in opportunities to work [remotely](#). For older workers:

- pursuing more flexible work options, or seek part-time contract projects - working from home is a bona fide boon.
- save on the commute, not only financially but the stress of hustling to meet the train or driving home in the dark,
- escape the front-and-center, but somewhat subliminal age contrast in the workplace.

There are a growing number of job boards to search for remote opportunities, including [Flexjobs.com](#), [Sidehusl](#) and [Work at Home Vintage Employers](#) (WAHVE), a site for professionals 50+ who work from home for over 300 insurance and accounting firms.

**Do an internal review.** “For older job seekers, now is the best time to answer the following questions and help you decrease the time your search will take,”:

**How strong is your network?** “Referred applicants are five times more likely than average to be hired, and 15 times more likely to be hired than applicants from a job board. If you’re in regular contact with your network, then it should be easier to hear about potential upcoming opportunities. If you’ve let your network grow dormant, begin reaching out to all the people you used to work with. Consider contacting past colleagues, vendors, suppliers including people who have retired. A strong network will help provide you with info, advice and referrals to improve how you position yourself for new opportunities.”

**How much do you love the work you were doing?** “If you didn’t love your job, then now is a good time to reassess what you’ll do next. If you show a lack of genuine enthusiasm for your work, that is evident to everyone you talk with while interviewing and networking. Keep in mind, employers want to hire people who are motivated to do the work.”

**How current are your skills?** “You are likely to be looked over if you don’t have skills that younger candidates possess. If you can brush up on data analytics or a piece of software, use your time while unemployed to take online classes.”

**Build a robust LinkedIn profile.** “While unemployed, job seekers have nothing to lose by spending time updating and polishing their LinkedIn profile. LinkedIn gives members the opportunity to demonstrate that they are knowledgeable and experienced and could add value to an organization. A solid LinkedIn profile and relevant/professional LinkedIn activities are the best “proof” of being up-to-date.”



WHAT DO ORGANIZATIONS  
THINK?

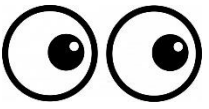
# MANY ORGANIZATIONS ARE OPTIMIZING FOR BABY BOOMERS

## RECOGNIZING THE BENEFITS OF EMPLOYEES STAYING ON LONGER:

- Expertise is maintained and the knowledge transfer window expands
- Mentorship relationships between Boomers and for early career employees grows
- Diversity and inclusion is driven further – ageism recognized and valued
- Influences competitive win: Baby Boomers may be the customer profile
- Organization supports healthy lifestyle, and also contribution to Boomer financial security

## EXAMPLES:

- Workforce Strategy More Intentional
  - aligning to employees staying longer
  - identifying functions of concern “can’t leave yet”
- Flexible Work Arrangement Strategy
  - flex days or flex hours for elder/grandchildren care
  - work at home flexibility
- Working across generations: awareness and training
  - Including manager training – leading cross - generation teams
- Reduction in Hours
  - Reducing a current role to part time
  - Cost savings can allow for the hiring of an entry level
- Knowledge Transfer Process
  - essential need from a relevant audience
  - capturing knowledge via manpower and applications
- Considering mature talent as “open market talent”
  - Seeking roles of interest – no worry of “over-qualified”
  - Investing in skill development



### CVS “Snowbird” Program:

- Several hundred pharmacists/other employees transfer in winter to pharmacies in Florida/warmer states.
- The transfer helps with the surge in warm state biz during the colder months.
- Mature workers serve mature customers a plus. “work force reflecting customer base”
- Intentional plan to train and mentor newer employees in the region.
- Work commitment: minimum 3 days (popular choice) to 5 days
- CVS does not pay for the snowbirds’ relocation or living expenses

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### MICHELIN “Pre-retirement” Transition Program to Less Demanding Job or Schedule

- Experienced workers stretch careers: transition from 50/60-hour/week to part-time jobs, often areas of expertise- 2-3 days a week.
- Work activities: mentoring younger employees, maintaining 1-2 client accounts, guest speaker representing Michelin at professional association conferences, process improvement, etc...
- Mix of employees working out of financial need AND those not but appreciate “social aspects of work life” and passion for work
- Unique branding opportunities for transitioned employees: recently sent semi-retired part time marketing employee to auto race in California to give a behind-the-scenes tour to a group of auto industry insiders and bloggers.

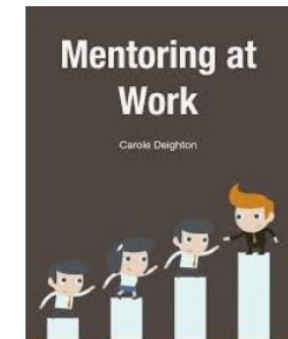


### National Emergency Care Program for Employee Parents

- Michelin partners with [National Institutes of Health](#), federal agency, offers emergency care for Michelin employees’ parents, a step beyond the emergency child care offered to employers.
- Retain scientists/other workers who are tempted to quit to care for parents with recurring health crises.

### Intergenerational Culture

- Michelin approach: intergenerational strategies-culture of “we hire people for a career more than for a job”
- Very flexible work policy for new mothers/new fathers to options for taking care of aging parent.
- Michelin believes in and manages strong mentoring programs – multigenerational knowledge transfer



## COMMON DISCUSSION GAP BETWEEN ORGANIZATIONS AND BABY BOOMERS



### ADVICE! DRIVE A DISCUSSION!

**Show there is plenty of gas in the tank for learning new skills and leveraging existing skills. Bridge a dialogue:**

- To areas of interest – future roles that are motivating to you
- Specific skill development discussions: “I’d like to develop **X** skill(s) due my growing interest in **Y** area. Here are my ideas.”
- Discuss your strengths and accomplishments and the areas/roles that can “leverage my competencies (skills, knowledge, behaviors)”
- Share a timeline of where you see yourself in the next 1, 3 or 5 years – this helps solidify your career timeline plan
- Probe your manager on ideas regarding your next career step – this alerts the manager to your continued career commitment



*Mark Twain once said that the secret of getting ahead is getting started. But first, you need a plan.*



# Part 2

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## Career Plan Framework and Advice



## INTERESTING FACTS

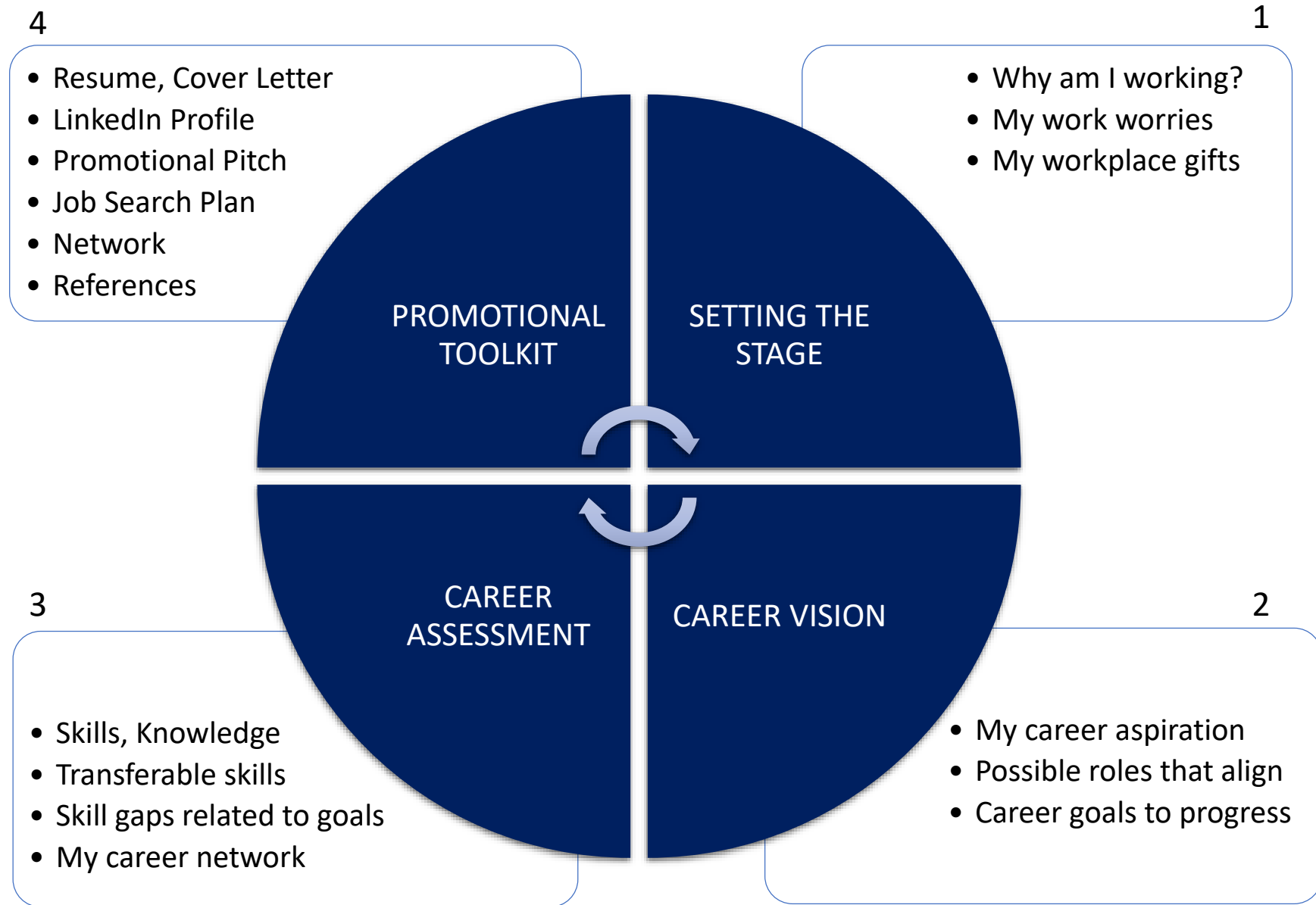
FORBES

January 7, 2020

**Dr. Dawn Graham**, author of *Switchers: How Smart Professionals Change Careers and Seize Success*, host of "Dr. Dawn on Careers" on SiriusXm Radio, Channel 132

“The job market is shifting at unprecedented speeds with the introduction of new technology, globalization and economic shifts. One of the results is that hybrid roles are becoming more prevalent and this is great news for seasoned workers. Employers are looking for professionals who not only bring a core expertise to the company, but can also demonstrate critical ‘soft skills’ such as adaptability, creative problem solving, building interpersonal relationships, and agile thinking. So it's no longer enough to be a skilled engineer — now you also need to be able to influence others, collaborate across departments and develop a team. Older workers who have thrived at different companies with varying cultures, survived big economic swings, and learned to engage a multitude of communication mediums will be strong candidates for these hybrid roles, which tend to pay more and also be less likely to be taken over by automation. So, **as Boomers consider their career plan steps** for the new year, they should highlight their ability to achieve results in a variety of ambiguous and volatile environments, which is a unique and in-demand skill that younger generations may not have mastered yet.”

# CAREER PLAN FRAMEWORK



# 1. SETTING THE STAGE

WHY AM I WORKING	MY WORK WORRIES	WORKPLACE GIFTS I BRING
<p>Honest assessment of why you want and/or need to be in the workforce. This will be helpful towards talking points, seeking suitable work, considering life balance, etc. Examples of “why I want to continue work” include:</p> <ul style="list-style-type: none"><li>• Enjoy the Work – “I love what I do”</li><li>• Social Network Fulfillment</li><li>• Retirement Savings Builder</li><li>• Financial Benefit – “I’m Not Touching Savings”</li><li>• Healthcare Benefits</li><li>• Stay Engaged, Sharp, Take On New Challenges</li><li>• Desire to Add Value</li><li>• Dependent Care Expenses - Financial Need</li><li>• Fill Time, Stay Busy</li><li>• Contribute to Worthy Causes</li></ul>	<p>Identification of worries will help your thought process towards personal strategy, career goals, technical and soft skill development, etc. Examples include:</p> <ul style="list-style-type: none"><li>• Relevancy</li><li>• Too Expensive</li><li>• Age Discrimination</li><li>• Need to Upskill</li><li>• Alternative Work Arrangement Needs</li><li>• Generational Differences</li><li>• Fear of a younger manager feeling awkward managing older worker</li></ul>	<p>Self-awareness is beautiful thing. Knowing your gifts contributes to your next role decisions, promotional pitch, resume, cover letter, LinkedIn, etc. Examples include:</p> <ul style="list-style-type: none"><li>• “I learn everyday”</li><li>• Industry expertise</li><li>• Can do attitude</li><li>• Relationship builder across the organization</li><li>• Calmness in chaos</li><li>• Process guru</li><li>• Innovative</li><li>• Teacher and nurturing manner</li></ul>

## 2. CAREER VISION

MY CAREER ASPIRATION	ROLES THAT ALIGN TO ASPIRATION	CAREER GOALS AND ACTIONS
<p><b>What are possible next paths that motivate you?</b> <b>This is a high level category – a visionary step.</b> <b>People tend to have 1-2 career aspirations.</b> <b>Examples include:</b></p> <ul style="list-style-type: none"><li>• Leverage my expertise as a consultant</li><li>• Train people in my area of expertise</li><li>• Continue to manage projects – different industry</li><li>• Influence the customer experience</li><li>• Influence the employee experience</li><li>• Motivate young people towards STEM careers</li><li>• Teach!</li><li>• Be disruptive – create something new</li><li>• Move towards personal passions – make work out of it</li></ul>	<p><b>Research various websites* and job boards as well as talk your network to uncover possible roles associated with career aspirations. You are not jumping to apply – you are simply collecting data! Investigative step!</b></p> <p>Discouragement not allowed:</p> <ul style="list-style-type: none"><li>• Do not discount viability of a role because you feel your skillset is not a match. The Career Assessment step will allow you to assess your strength, opportunities and build plans to address skill gaps.</li><li>• Never walk away quickly from a high interest area! Passion, motivation and your transferable skill set keeps you in the running more often than not!</li></ul> <p><u>* <a href="http://www.onetonline.org">www.onetonline.org</a></u>: terrific occupational investigative resource. Plug in a career aspiration, and 8-15 “cousins” of that aspiration will appear on next page. Click into each.</p>	<p><b>Career goals are defined based on your career aspiration and the potential roles you see as motivating. 2-3 career goals should be a sufficient spring-board. Your career goals help you plan for actions you need to take, such as:</b></p> <ul style="list-style-type: none"><li>• Sharpen and/or broaden your knowledge about the career space of interest. Plenty of info can be found via Google searches, e-learnings, LinkedIn groups, etc.</li><li>• Engage experts and other resources that work in a career space of interest. Talk, learn, be curious!</li><li>• Prepare your own promotional materials or other pieces of evidence showing your expertise.</li></ul>

3. CAREER ASSESSMENT – TO BE ALIGNED WITH YOUR CAREER ASPIRATION AND GOALS. IDENTIFY:

STRENGTHS: SKILLS/KNOWLEDGE	TRANSFERABLE SKILLS	SKILL and KNOWLEDGE GAPS	CAREER NETWORK
<p><b>Understanding</b> our qualities, talents, and strengths allows us to feel more confidence, purpose, and intention in our careers.</p> <p><b>Inputs to your strengths:</b></p> <ul style="list-style-type: none"><li>• Previous and current manager and peer feedback (include feedback from past performance reviews)</li><li>• Skills and knowledge associated with your past and current roles</li><li>• Your achievements! Align them to your strengths</li><li>• What others, outside the workplace, say about you</li></ul>	<p><b>A transferable skill is an ability or expertise which may be used in a variety of roles or occupations. Examples include:</b></p> <ul style="list-style-type: none"><li>• communication</li><li>• problem-solving</li><li>• research</li><li>• project management</li><li>• presentation creation</li><li>• adaptability</li></ul> <p><b>Transferable skills</b> are key to show you can do a job. Such skills are always relevant. They highlight your potential. You take them with you in every job!</p>	<p><b>A skill/knowledge gap is the gap between your career goals and your current capabilities. Being self-aware of gaps helps you create an action plan to grow and develop specific skills and gaining knowledge.</b></p> <p>The <b>action plan</b> trick: make traction on it! If you are serious about your career aspirations/goals – you will.</p> <p>Engaging in self-development is an impressive note to make during future discussions with key contacts and interviewers.</p>	<p><b>Your LinkedIn network, current and former colleagues, friends, academic connections, family etc. can contribute to identifying contacts who can provide career insights, additional contacts and possible jobs towards your career aspirations.</b></p> <p>Don't take this step lightly! People helping people is a primary way to gain traction towards meeting your career goals, and eventually landing a role!</p>

## 4. PROMOTIONAL TOOLKIT

RESUME/COVER LETTER	LINKEDIN	PROMOTIONAL PITCH
<p><b>Resumes are your #1 promotional tool.</b></p> <ul style="list-style-type: none"><li>• Purpose: to tell your career story!</li><li>• Should be customized based on the role</li><li>• Not to be in first person</li><li>• Never to be more than 2 pages</li><li>• Font Style Arial preferred</li><li>• Many templates exist – layout needs to be easy to skim and read</li><li>• Content and layout equally important</li></ul> <p><b>Cover letters support the resume.</b></p> <ul style="list-style-type: none"><li>• Purpose: promote the top 3-4 skills and knowledge from the resume which will allow you to accelerate into the role of interest quickly.</li><li>• Always provide a cover letter – it is another opportunity to promote</li><li>• Length should be short - 3 paragraph max</li><li>• Middle paragraph is the promotional section</li></ul>	<p><b>A LinkedIn profile has become as important as the resume!</b></p> <ul style="list-style-type: none"><li>• Profile content should not different from resume – you can cut/paste from resume, wordsmith to streamline content</li><li>• Profile summary should be more generic than found on a customized resume that points to a specific role</li><li>• Recommendations are attractive feature</li><li>• Such promotional testimonies from a variety of colleagues in different functions and across the hierarchy are powerful.</li><li>• Creating a LinkedIn profile does not mean you are seeking a job! Our profiles exist to share our career story.</li><li>• LinkedIn capabilities are very substantial – it is worth the time to navigate and learn the research features, networking capability, etc.</li></ul>	<p><b>Slide #23 shares tips about Baby Boomer promotional pitches!</b></p> <p><b>Also known as an Elevator speech, is a brief, persuasive statement that indicates:</b></p> <ul style="list-style-type: none"><li>• Short description of career history</li><li>• What you do now</li><li>• What you hope to pursue</li><li>• Initial plan to get there</li></ul> <p>After delivering a promotion pitch, it is a smart strategy to ask the listener for advice based on what was just stated: what you hope to pursue and initial plans.</p>

## 4. PROMOTIONAL TOOLKIT

JOB SEARCH PLAN	NETWORK	REFERENCES
<p>Changing careers may feel overwhelming! Yet, it is exciting time to envision yourself in a new experience where your contributions are valued and respected. Based on your career aspirations and goals, spend time researching different roles and a variety industries. This will help narrow down endless opportunities and enable you to focus your search on those most compatible with your interests, skills and experiences. You may find an exciting new direction for your career journey.</p> <p><b>Tips:</b></p> <ul style="list-style-type: none"><li>• It is ok to create job board job alerts, however keep yourself in daily engagement - pro-actively seeking jobs. Do not depend solely on the job alerts!</li><li>• Conduct informational interviews to expand knowledge, grow network, and gain advice.</li></ul>	<p>Reasons why networking is an essential aspect to truly manage your career:</p> <ul style="list-style-type: none"><li>• Forum to exchange ideas</li><li>• It makes you noticeable</li><li>• Avenue for new opportunities</li><li>• Improves your creative intellect</li><li>• Support from high profile resources</li><li>• Extra resource library</li><li>• Grow in status</li><li>• Grow your self-confidence</li><li>• Develop long lasting relationships</li></ul>	<p>Try to have 5 references – each aware of their reference status for you.</p> <p>You won't need 5 references for each job of interest. Instead, you will pick and choose the 2-3 most helpful towards a specific job. Your range of opportunities is expansive, therefore you need a slightly wider range of references to choose from.</p> <p>When you supply reference info to an employer, include:</p> <ul style="list-style-type: none"><li>• Name</li><li>• Email address</li><li>• Phone number</li><li>• How you know the reference? This helps add context for each reference.</li></ul>

## PROMOTING YOU – ADVICE FOR BABY BOOMERS

### APPETITE TO LEARN AND COLLABORATE EVERYDAY

Demonstrate your agility, adaptability, relationship building and appetite to learn by discussing previous opportunities, risks or problem solving decisions made based on your ability to learn a new skill, increase knowledge and collaborate with others. Today's work place requires pro-active learn something new, enlist partnerships and get the job done. Baby boomers do this well! Showcase specific examples!

### EASE FEARS OF BEING OVERQUALIFIED

You may be in discussions about a role that the hiring managers makes an assumption about your extensive experience and consider you overqualified. Prepare to deviate from that worry by inserting the statement: "Let me bring my experience to further advance your team."

### SHOW YOU ARE CURRENT

Dispel worries of being current. Understand a role - know the technology you may use, or the social media, or how the customer is engaged. Most job descriptions will provide enough content for you to recognize areas you are not current. If there is technology for which you are unfamiliar, research it! If social media platforms are mentioned and unfamiliar, research! Pretend you are a customer and examine ways the company attracts a customer. Information is very easy to find – build enough time to prep for currency.

### BE PRECISE ON ACCELERATING INTO A ROLE

Boomers have extensive backgrounds, and can into a spin, trying to sell it all! You may not intend this but all of a sudden you are on a tangent talking about everything! **Zoom in** on what you can contribute to an employer immediately. Show that you're ready to jump into the role by clearly noting the past experiences, direct and transferable skills that have prepared you for this opportunity.

### KNOW YOUR INTERVIEWER

Be aware of how hiring managers from other generations may see you when applying or interviewing. If possible, use LinkedIn to review the Interviewer's profile – get a sense for the possible generation. There are many tables on the Internet that will show the values and attributes of each generation – research "Generational Differences".



# Part 3

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FOUNDATION & ALUMNI ENGAGEMENT

## Career Related Resources for Baby Boomers

## INTERESTING FACTS

FORBES

February 3, 2017

### “Most Interesting Facts About Baby Boomers”

Dan Schawbal

New York Times bestselling author and  
Managing Partner of Workplace  
Intelligence

- 54% of Baby Boomers spend between 5 and 20 hours per week searching for a job.
- 87% of Baby Boomers choose job boards as the resource to turn to first in job search.
- LinkedIn is top choice of Boomers (29%) of social networking sites for job searching.
- 65% of Boomers feel like they suffer from age discrimination.
- Most important thing Boomers look for in a job: meaningful work (60%), location (57%)
- 64% of boomers said they feel relevant to their company's vision and mission.
- 67% said they've had enough training to become a leader at their company.
- 61% of Baby Boomers say Boomers are the most capable of leading organizations.

### Baby Boomers as Entrepreneurs:

- More than 80% of Baby Boomers launch ventures as a lifestyle choice or to boost income. These boomer entrepreneurs are primarily choosing to start businesses because it allows them to be independent (32%), pursue their interests and passions (27%) or increase their income (24%).
- 66% who own businesses agree or strongly agree that they can easily think of people who would be great partners if they ever decided to start a business.
- Baby Boomers are twice as likely to launch a new business compared to millennials. There's a 35% chance that an older business owner started the business he or she currently manages.
- 45% of Baby Boomers consider themselves to be entrepreneurs.

# Alumni Career Services

Home > Benefits & Services > Alumni Career Services

<https://www.alumni.uri.edu/>

## Benefits and Services

**Full range of career related services!**  
**We are always here for you**



All URI alumni have access to a range of free career resources and services—whether you graduated a year ago or 20 years ago! Our Alumni

Career Advisors offer consultations in person or over the phone. We also offer many online resources, as well as ways to connect with alumni through networking events, mentoring opportunities, and more.

### Contact a Career Advisor

**Audra Lavoie** (daytime appointments)

[audraryan@uri.edu](mailto:audraryan@uri.edu) | 401.874.9404

**Karen Rubano** (evenings/weekends)

[krubano@uri.edu](mailto:krubano@uri.edu) | 401.874.9404



Job Search



Career Change and  
Professional Development



Networking



Share Your Experience

# WELL REGARDED BABY BOOMER CAREER WEBSITES

## 1 – Career Pivot

[Career Pivot](#) is the only website that has made just about every list Baby Boomer career website list.

## 2 – Next Avenue

[NextAvenue.org](#) is owned by PBS. This website was launched in 2012 to serve the baby boomer community exclusively. It focuses on many issues that baby boomers are facing, not just career-related.

## 3 – Life Reimagined

[Life Reimagined](#) was launched by AARP starting in 2012 and relaunched in 2014. AARP is very late to the career market, but is making a good effort to address the needs of the baby boomer community.

## 4 – Kerry Hannon

[KerryHannon.com](#) is a place where you will find all of Kerry's materials. Kerry writes for Forbes, AARP, and PBS Next Avenue. You might say that Kerry is a pioneer in this field.

## 5 – My Lifestyle Career

[MyLifestyleCareer.com](#) is a creation of Nancy Collamer, author of [“Second-Act Careers: 50+ Ways to Profit from Your Passions During Semi-Retirement”](#)

## 6 – Encore.org

[Encore.org](#) was created prior to the onset of the *Great Recession*. Their mission statement says it all: *Encore.org is building a movement to tap the skills and experience of those in midlife and beyond to improve communities and the world.*

## 7 – 40PlusCareerGuru

[40PlusCareerGuru.blogspot.com](#) is the creation of Neil Patrick. Neil is like most of you. He was part of a redundancy (he is from the UK, so I need to use the funny language they use), and now works for himself. Neil started his blog in order to brand himself, and he has done a fabulous job.

## 8 – John Tarnoff – Boomer Reinvention

[JohnTarnoff.com](#) is the creation of John Tarnoff! Specifically, you will want to check out his blog: *A career development coach, speaker, university educator and former media/entertainment executive, John Tarnoff focuses on personal and professional transformation across generations – reintegrating the Boomer Generation workforce into the rapidly evolving 21st century workplace, and developing programs, opportunities and curriculum to support new generations of leaders and entrepreneurs.*

# CAREER AND PERSONALITY ASSESSMENTS

## 1. The Self-Directed Search

Options are excellent in life. And having options in your career to do what you want is a dream come true. [The Self-Directed Search](#) offers plenty of options. Instead of the traditional questions and answers, this test asks you questions and then sorts you into certain categories. For example, you're sorted into three categories based on the way you respond to questions. You may be sorted into the artistic, realistic and social category. Each category has a selection of jobs that matches how you answered the questions.

This isn't your typical career and personality test. It's worth trying out if you want to take a test that will give you options you may not get while taking the others.

## 2. Who Am I?

This is another unique approach to personality tests. While it does focus more on your personality and less on your career, the ['Who Am I?'](#) test will show you things about yourself you may not have known. It's a fun structure that resembles DNA.

The test works in a simple fashion. You are given a series of pictures and you pick the one that most relates to you. While this may sound elementary, it's a unique strategy that is sure to both teach you and put a smile on your face.

## 3. Myers-Briggs Type Indicator

This is the big boy. It's used in a ton of companies across the board. Yes, this is the test where companies give you questions that determine your personality type and tell them [how great of a worker you'll be](#). It can seem daunting, but this test is fairly accurate. And it doesn't focus on superficial scenarios. The test delves deep into not only how you act, but also what motivates you to work that way. It's a deeply layered test that you'll probably take at some point in your life. You can [take the MBTI assessment with a certified administrator](#), or [take a free version online](#).

## 4. Pymetrics

Imagine walking into a job interview. You sit down, and an HR associate walks into the room. They say you're taking a test called the Pymetrics test.

You're a little confused, but you're put at ease when they tell you it's a personality test that helps determine your work habits. Then, as you start taking the test, you are confronted with mind games that test your problem-solving skills.

This could be quite surprising to you, but this is what the [Pymetrics test is all about](#).

A series of mind games and puzzles awaits you. It's a unique approach to personality tests and job tests that shakes up the formula of answering questions about your character.

## 5. Career Strengths Test

Focusing more on your career skills, this test has a lot to offer. Instead of boring questions about work habits, this test dives deep into [how strong you are in a variety of job-related areas](#).

Leadership, inductive reasoning and structural visualization are all facets in which you'll be measured. After you've taken the test, you'll see which skills you excel in.

Once you get the results, a host of jobs will pop up that include all the major skills in which you've excelled. It's a great test that may even surprise you with the skills you never knew you had.

## 6. The Big Five Personality Test

Do you work well with others? If you've ever thought about this skill and want to know how well you execute it, then this personality test is for you.

The [Big Five Personality Test](#) focuses on how you work and how well you communicate with others. While it's a tightly focused test, its results shouldn't be scoffed at. It gives you insight into whether you should be in a job that has you communicating with others all the time or a loner that gets the job done by yourself.

Either way, this is a fantastic personality/career test.

## 7. Riso-Hudson Enneagram Type Indicator

[The RHETI](#) can easily be confused with Myers-Briggs, but it's a different test that looks at which archetype you are. Once you answer the questions, you may fall into a variety of categories. You may be classified as a reformer, an enthusiast or even an achiever.

One of the cool things this test tells you is how you work with co-workers. Better yet, it shows you how to improve in certain areas where you may have scored low.

Overall, this test offers a lot. It's one of the only tests that tries to help you improve areas that you score low in.

## 8. MAPP Career Assessment Test

Besides the Myers-Briggs Indicator, the [MAPP Career Assessment](#) is the next biggest job and personality test you can take.

It [encompasses a broad range of results](#), ranging from your preferences at how to complete tasks to reasoning. It's a huge test, but one that is well worth taking.

As with most of the tests on this list, it gives you a handful of job categories you would be excellent in. It's a superb test to take, and the results will help you hone in on what types of jobs you should apply for.



# LEARN HOW TO BECOME ([learnhowtobecome.org](http://learnhowtobecome.org)) PUBLISHED “CAREER CHANGE OVER 50 MYTHS”

No matter how inspired you are to change your career, you may feel nagged by myths about the job market. Here’s the real truth behind three of the most common ones:

## **Myth:**

Employers don’t want to hire people over 50.

**Myth Debunked:** Experience matters. Older workers have good leadership skills and a strong work ethic, they're focused and loyal, and they have strong networks. If a person has worked in a role where they have been responsible for working with customers and keeping them happy, they can perform that role in any career. Employers are looking for people who can do the job the best; age does not play nearly as much of a factor as a person’s abilities do.

## **Myth:**

You won’t be able to keep up with the younger employees’ technology prowess.

**Myth Debunked:** Getting to know a new technology can be overwhelming, but if you digest the info in small chunks, it may become clear that the new technology is not that different from what you did previously. The only difference is it’s simply digital, easier to access, and can make it easier to collaborate with others.

Don’t let what seems like a never-ending wave of technology blind you to this reality. If you are capable of doing the job without technology, then you are just as capable of doing it with technology. And even if a younger employee is more comfortable with technology, the most important measure of their effectiveness in their position is whether or not they can do the job well – technology or no technology.

To keep up with the latest in technology, subscribe to popular sites such as TechCrunch, Mashable or Gizmodo. Even if you don’t use all the technology featured on these high tech sites, you’ll still be up on the latest developments. If you need additional help understanding specific software programs, classes are available online or on campus at community colleges that cover computer basics.

## **Myth:**

It’s too late to learn a new trade.

**Myth Debunked:** You already have a lot more of the skills you’ll need in your new career than you may think. Reviewing the list of crossover skills can be a great way to boost confidence as you set out to learn whatever remaining skills you need to conquer. For instance, some teachers who leave the classroom for the business world find that they are a lot more prepared than they anticipated. Many learn that their skills of dealing with difficult behaviors, balancing the needs of upwards of a hundred people at a time, and reaching benchmark achievement goals make them uniquely qualified to work well with others, manage the needs of coworkers, managers, and consumers and accomplish goals set by management.

## **Myth:**

“I’ve been unemployed for a while. I can’t get back into the workforce.”

**Myth Debunked:** Even long gaps of being unemployed shouldn’t hold you back from pursuing a career in something you are passionate about or choose a path that you had experience in when you were younger. Even though you are unemployed, you have still retained valuable skills from your years of employment. Get potential employers to notice you by highlighting key skills and experience on your resume, and writing a strong cover letter that describes exactly why you are fit for the job. If you are interested in updating your skill set, consider taking advantage of resources available in the community. The U.S. Department of Labor has set up [One Stop Career Centers](#) in all 50 states where participants can take computer training courses for free and become more confident about their skills.

# LEARN HOW TO BECOME ([learnhowtobecome.org](http://learnhowtobecome.org)) OFFERS THE FOLLOWING ADVICE TO BABY BOOMERS

## U.S. BUREAU OF LABOR STATISTICS

If you already know what job you'd like to change to, you're ahead of the game. But before you hand in your notice at your current job, make sure you're specific about what you want in your future career. Research the different types of positions in your new field of interest, and determine which best aligns with your skill set and with your interests.

[U.S. Bureau of Labor Statistics](#): check out the fastest growing jobs and see how they match up with your experience, interests, capabilities and passion. For example, healthcare is booming. While some of these careers may require several years of school, others, such as radiology tech or medical billing and coding, require two years or less.

## CAREER ONE STOP

Even if your career aspiration seems drastically different from your current career, there are bound to be several skills that you have been using that you will use in your new line of work. Characteristics that often translate to new careers:

- Time management
- Interpersonal relationship skills
- Organization

[Career One Stop](#): Use this tool to find out what careers you can do with skills you already possess.

## PAYSCALE.COM COST OF LIVING CALCULATOR

If one of your main goals in changing jobs or starting a new career is to reduce stress and workload, it may mean a smaller paycheck, and you may need to make some lifestyle changes. These changes may include changing your housing situation and/or the town you live in.

[Payscale.com](#): offers a cost-of-living calculator that can show you how much money you'll need to earn to maintain your current standard of living if you're thinking of moving to a new area.

**ONETONLINE.ORG**

Once you’ve landed on a few career ideas that ignite your interest, consider what it’s going to take to transition to one of them. Depending on the job type, there may be certifications, degrees, or endorsements that are either necessary or would make you a more competitive job candidate. Find out exactly what kind of qualifications are expected by looking at recent job postings, and also speak with people working in the career to find out what additional expertise they recommend. If you have a Bachelor’s degree, you may only need a certification for certain jobs. For example, while associate and bachelor’s degrees in paralegal studies are available, someone with a bachelor’s degree can study for a paralegal certificate in a year or less.

[O\\*Net Online](#): Learn deep information for thousands of jobs, including education level of those currently employed in the career credentials required and/or available.

**ENTREPRENEUR**

Start reinventing yourself, professionally speaking, once you decide on your new career. Rebrand yourself by changing the way that you present yourself in person and online. Don’t wait until you land your new position to [change your LinkedIn profile](#) – do it now. This helps potential employers understand that you aren’t just thinking about a change; you have already made the shift into their industry.

[Entrepreneur](#): Check out this site’s comprehensive section on personal branding.

**SOCIAL MEDIA**

Now is the time to get involved in social media if you haven’t already. Every line of work has an active network that connects individuals with shared information, understandings, and ideas, and most can be found on Facebook, LinkedIn, Twitter, and other social media platforms. What to look for on social media:

- Publications - Websites - LinkedIn and Facebook groups - Hashtags - Conventions

[LinkedIn](#): Still not on LinkedIn? Now is the time to start. Do a quick search using your career goals as keywords and find groups to join and people to connect with.



### JOB BOARDS

Once you’ve determined what you need to do to make the switch, turn those tasks into a concrete action plan. Make short and long term goals as to what you want to accomplish, and give them a completion date. Also attach a rough date to make your successful career change. Keep everything organized. Your plan may include:

- A list of contacts
- A recordkeeping system to record who you’ve contacted and what you send them
- A file for your resume, portfolio, and other materials for self-marketing opportunities
- Dates for targeted marketing, job fairs, informational interviews, networking events, webinars, etc.
- Dates for skill building, seminars, workshops, volunteering, classes, certification and more

### Simply Hired and Indeed:

These sites offer a plethora of job search organization tools, including setting up email alerts, applying for jobs, searching for jobs and more. Other strong job board resources: your alma mater (university, college, community college), and LinkedIn.

### ELEVATOR SPEECH/PITCH

If someone asks “why are you switching careers,” or “what are you looking to do going forward,” you need to have a comprehensive answer you can give in about 30 seconds. Tips for crafting an elevator speech:

- Avoid talking about negative past experiences
- Highlight the best thing about the past; incorporate them into your new career
- Steer clear of industry jargon
- Tailor it to your audience
- Work it out on paper
- Practice out loud

**POSITIVITY**

It is crucial that you do not give the appearance that you are tired. Even if your previous job wore you out and that’s why you want to make a change, you need to make it evident that you still have plenty of gas left in your tank.

Even if you are excited to change careers and are certain that you are doing the right thing, it can be easy to let negative talk and doubtful individuals affect the mood of your transition. Make sure that you regularly talk with people who speak positively about your change in career.

**KEEP GOING**

A great way to make you feel like you’re making progress and closing in on your goal is to keep track of all of the things you have done to get you there. That way, even if the transition takes a little longer than you had hoped, you stay positive that you are on your way to transitioning into your new career. What to track:

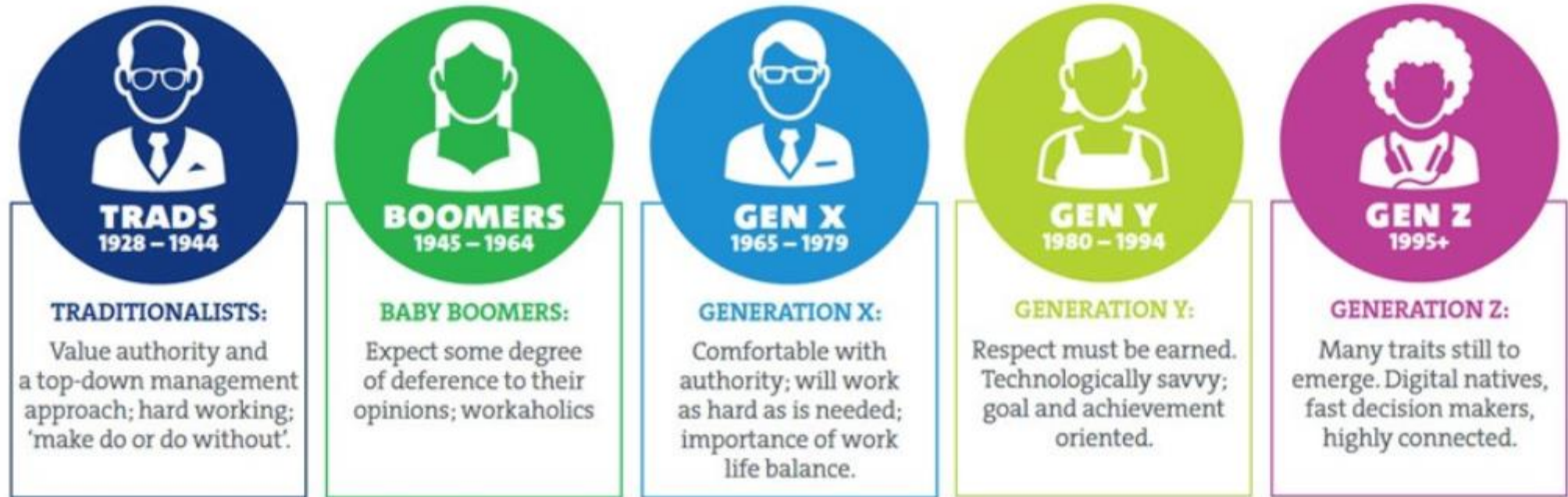
- Books and blogs read
- Videos watched
- Meetings attended

No matter how many times you do not land a position, no matter how ideal the position seemed, never give up. The only way to get what you want is to keep chasing it down. Eventually, you will get what you aim for. But you have to keep aiming at it, no matter what.

# APPENDIX – THE GENERATIONS

## SO WHO ARE THE DIFFERENT GENERATIONS?

Here is how they are often grouped:



# Generations in the Workplace

Millennials = Gen Y

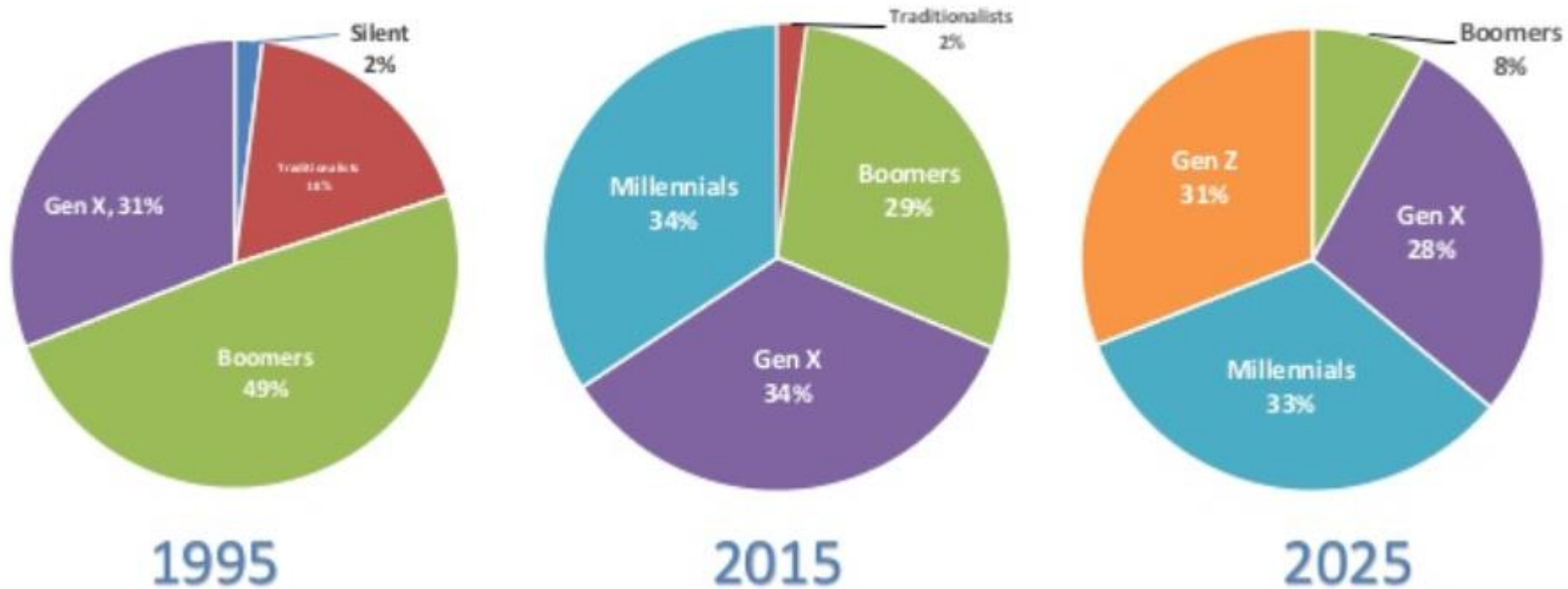





















Chart 1: An overview of the working generations

Characteristics	Maturists (pre-1945)	Baby Boomers (1945-1960)	Generation X (1961-1980)	Generation Y (1981-1995)	Generation Z (Born after 1995)
Formative experiences	Second World War Rationing Fixed-gender roles Rock 'n' Roll Nuclear families Defined gender roles — particularly for women	Cold War Post-War boom "Swinging Sixties" Apollo Moon landings Youth culture Woodstock Family-orientated Rise of the teenager	End of Cold War Fall of Berlin Wall Reagan / Gorbachev Thatcherism Live Aid Introduction of first PC Early mobile technology Latch-key kids; rising levels of divorce	9/11 terrorist attacks PlayStation Social media Invasion of Iraq Reality TV Google Earth Glastonbury	Economic downturn Global warming Global focus Mobile devices Energy crisis Arab Spring Produce own media Cloud computing Wiki-leaks
Percentage in U.K. workforce*	3%	33%	35%	29%	Currently employed in either part-time jobs or new apprenticeships
Aspiration	Home ownership	Job security	Work-life balance	Freedom and flexibility	Security and stability
Attitude toward technology	Largely disengaged	Early information technology (IT) adaptors	Digital Immigrants	Digital Natives	"Technoholics" — entirely dependent on IT; limited grasp of alternatives
Attitude toward career	Jobs are for life	Organisational — careers are defined by employers	Early "portfolio" careers — loyal to profession, not necessarily to employer	Digital entrepreneurs — work "with" organisations not "for"	Career multitaskers — will move seamlessly between organisations and "pop-up" businesses
Signature product	 Automobile	 Television	 Personal Computer	 Tablet/Smart Phone	Google glass, graphene, nano-computing, 3-D printing, driverless cars
Communication media	 Formal letter	 Telephone	 E-mail and text message	 Text or social media	 Hand-held (or integrated into clothing) communication devices
Communication preference	 Face-to-face	 Face-to-face ideally, but telephone or e-mail if required	 Text messaging or e-mail	 Online and mobile (text messaging)	 Facetime
Preference when making financial decisions	 Face-to-face meetings	 Face-to-face ideally, but increasingly will go online	 Online — would prefer face-to-face if time permitting	 Face-to-face	 Solutions will be digitally crowd-sourced

\*Percentages are approximate at the time of publication.

kpcompanies

"How to manage  
A Mult-generational  
Workforce"

2017



# Baby Boomers Embrace Technology

Device ownership among Americans aged 50+ in 2017, by age group, in %

