

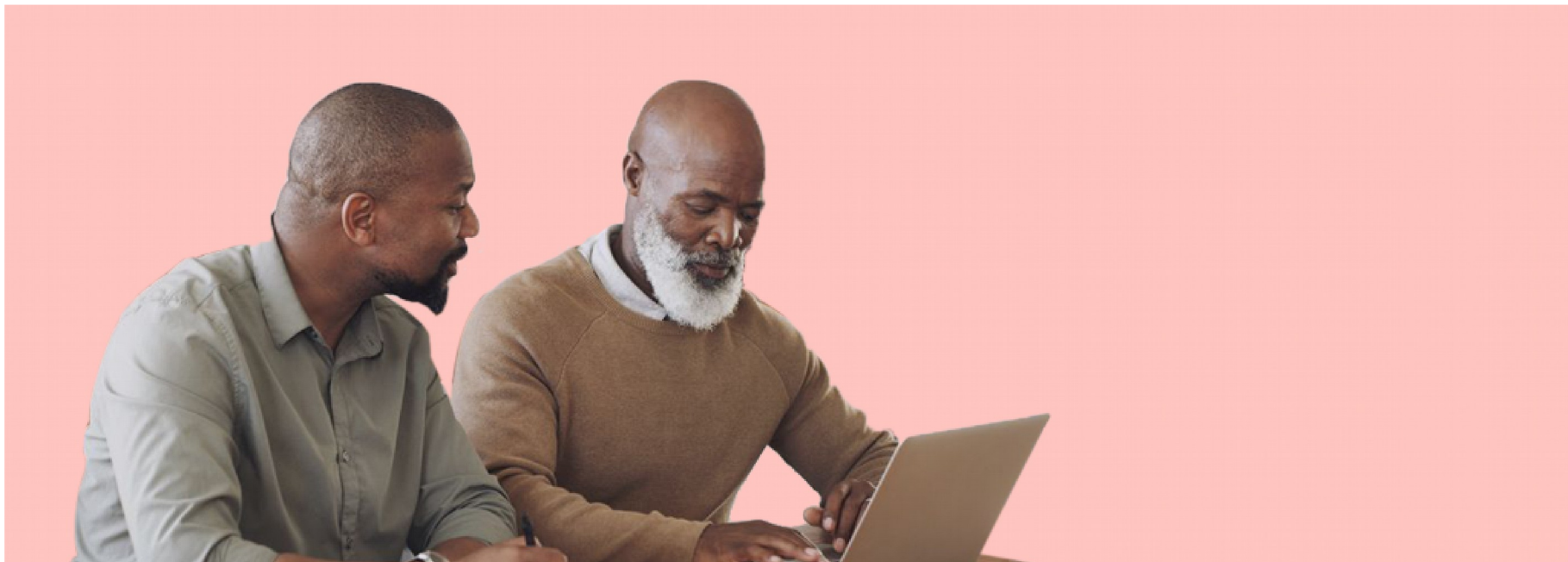


# Jump Start Your Job Search

Tips for Job Seekers



- Using your skills in new ways
- Seeking educational opportunities
- Crafting your personal brand
- Networking
- Updating and age-proofing your resume



## **Your Skills and the Current Job Landscape**

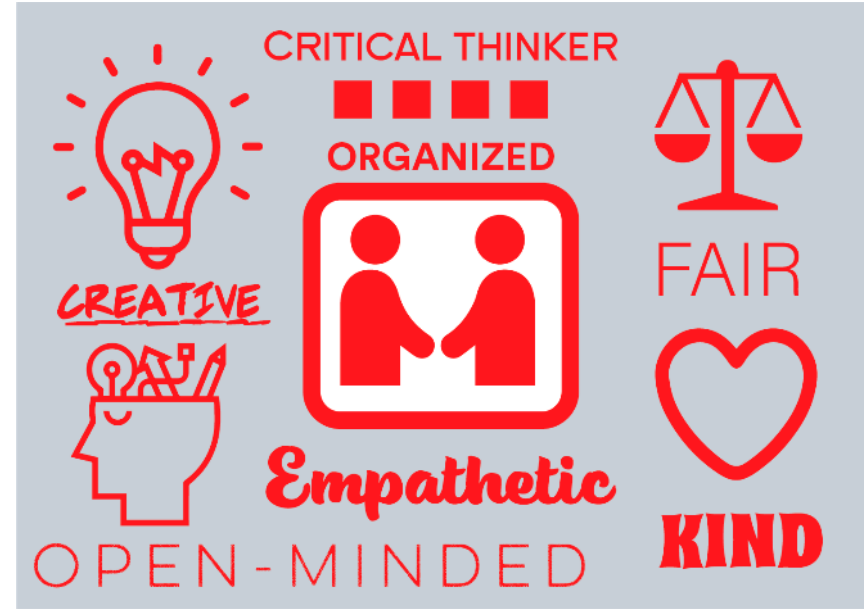
Preparing for the Challenge of Job-Seeking

# Take Inventory of Your Skills: Part I

## Hard skills



## Soft skills



**TIME MANAGEMENT**

*DISCERNMENT*

TEAMWORK

**ADAPTABILITY**

*Empathy*

ORGANIZED

*Emotional intelligence*

Team Player Attitude

**Creative**

**Get Ready!  
Recognizing Your Soft  
Skills**

**In the chat box, please  
share a few soft skills**



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## Take Inventory of Your Skills: Part II

- Transferable skills
- Technology skills
- Developing skills

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## **Be Your Own Cheerleader**

Establish a Growth Mindset



## Alternative Ways to Learn New Job Skills

- Experiential education
  - Path Forward
  - reachIRE
  - iRelaunch
- Volunteering
  - [aarp.org/virtualvolunteering](http://aarp.org/virtualvolunteering)



# Informal Learning Options



- › [learn.aarp.org](https://learn.aarp.org)
- › [aarp.org/work](https://aarp.org/work)
- › LinkedIn Learning
- › Online courses
  - Udemy
  - edX
  - Coursera
- › “Boot camps” for computer coding
  - ed2Go
  - Codecademy
  - Udacity

# Traditional Education Options

## Certificate programs

- Often shorter and self-paced

## Community colleges

- Affordable, sometimes free
- Efficient

## Professional development



- \_\_\_\_\_
- \_\_\_\_\_
- \_\_\_\_\_

## The Personal Brand

Your Value Proposition

# The Elevator Pitch



An “elevator pitch” is a short introduction (usually about 30–60 seconds) that highlights what makes you unique. It also can demonstrate the value you can bring to a company or an organization.

## Roberta's Elevator Pitch

*"I am a sales management professional with a wealth of experience and a history of exceeding sales goals. My clients and co-workers would describe me as reliable and dependable, as illustrated by my long-term relationships and by consistently exceeding client expectations. My tenure with my previous employer speaks to my dedication, adaptability and client-service mindset."*

# ***Get Set! The Three Word Challenge***

Think about the skills or qualities you'd like to focus on in your elevator pitch.

**What three words would you include?**

Examples:

- Creative
- Reliable
- Curious
- Good communicator
- Leader





## Networking

Connecting and Communicating

# Connect Within Your Industry

## Meetups

- Meetup or Eventbrite
- Industry-specific associations
- Virtual and in-person conventions
- Alumni events

## Social Media

- LinkedIn
- Facebook
- Twitter



# The Social Media Footprint

Keep your social media footprint professional:

- Use privacy settings
- Post mindfully
- Build your credibility



## Leverage Existing Connections

- Connect on social media.
- Reach out to friends, family and neighbors.
- The more connections you have, the better!



## Maximizing LinkedIn

Use the Largest Professional Networking Site in the World

# Establish a Virtual Network



# Create Your Profile

## Headline and Summary

- Change it to something bolder
- Align it with your personal brand
- Use keywords
- List skills

## Photo and Custom URL

- Use a professional-looking photo
- Create a custom URL

# LinkedIn Groups and Engagement Tips





## The Modern Job Search

Navigating the New Landscape

# Job Boards

- Connect employers with potential hires
- Apply online
- Narrow your search
- Get email alerts



## Remote and Virtual Work

- If you are interested in remote or virtual work, be sure to add the "remote" or "virtual" location to your job searches



## Recruiters

- Can help focus your job search
- Can be industry-specific and leverage their own connections



## Tough Interview Questions

- Be creative
- Be upfront
- Be honest

# Ace Your Virtual Interview

- Test your technology
- Look your best
- Think on your feet





## Preparing Your Resume

Recognizing the Updates that Matter

## ***Go! How Current Is Your Resume?***

- A. Within the last month
- B. Within the last year
- C. Within the last three years
- D. Not even sure you could track down the file

# Update Your Resume

- Keep it brief.
  - No more than 2 pages.
- Keep it simple and uncluttered.
- Use action verbs.
- Focus on quantifiable achievements, not tasks.

# Age-Proofing Your Resume

- Fifteen years or less of relevant experience
- Current email provider
- No graduation dates
- Highlight technology skills
- Avoid listing years of experience
- Use keywords



# Resources

## AARP

- Work resources: [aarp.org/work](https://aarp.org/work)
- Local resources: [local.aarp.org](https://local.aarp.org)
- Job board: [aarp.org/jobs](https://aarp.org/jobs)
- Resume advisor: [aarp.org/resume](https://aarp.org/resume)

## Remote Work Job Boards

- [remote.co](https://remote.co)
- [wahve.com](https://wahve.com)
- [weworkremotely.com](https://weworkremotely.com)
- [dynamitejobs.com](https://dynamitejobs.com)

## LinkedIn

- [linkedin.com](https://linkedin.com)





## Conclusion

- Using your skills in new ways
- Seeking educational opportunities
- Crafting your personal brand
- Networking
- Updating and age-proofing your resume



# Survey

**We Welcome Your Feedback on Our Session**

Please complete the survey!

# Keep in Touch with Us

Email: [aarpva@aarp.org](mailto:aarpva@aarp.org)

Phone: 1-866-542-8164

Web: [aarp.org/VA](http://aarp.org/VA)



[Facebook.com/AARPVirginia](https://www.facebook.com/AARPVirginia)



[Twitter.com/AARPVa](https://twitter.com/AARPVa)



**Thank You**  
for Joining Us!