

## Myth Busters: The Baby Boom Generation and the Job Search Market

By Catrina Ziesman, Employment Counsellor



The “Baby Boom” generation (men and women born in the period following WWII) is the largest demographic group in North American history. In recent years, changes in the economy have meant that a growing number of ‘Baby Boomers’ have suddenly been forced to re-enter the job search market. Never an easy task, finding a job after being ‘out of the loop’ can be an even more disheartening and overwhelming prospect. As job searching is something that most Baby Boomers haven’t faced in years or even decades, many are left feeling defeated and discouraged by the thought of re-entering the workforce. But there is hope! Read on as we dispel the myths and point to solutions for job searching at a mature age. —————>

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### DISPELLING THE MYTHS...

**1) “An employer wants to hire someone in their twenties, not in their sixties.”**

You never know what an employer’s motives are for hiring. Do not go in feeling defeated and assuming that an employer wants to hire someone younger than you. Your age may work to benefit you in the end, as employers may be looking for mature individuals who have been through the ropes and who are likely to last at their organization.

**2) “They want a fresh face.”**

Experience is irreplaceable. Both life experience and professional experience are extremely relevant and valuable in the workplace for ease of training, retention, and self awareness. An employer may very well be looking to hire someone who is established and identifies with their workplace culture.

**3) “I’ve been working the same job for 30 years. I have no skills.”**

In working with an employment counsellor or simply through soul-searching, you will discover that you likely have an incredible vault of transferable and soft skills. Whether you’ve worked on an assembly line, laboured on a farm, or are returning to work after raising a family, there are a wealth of tangible skills that you have to offer. The trick is to identify these skills and then put them onto your resume (feel free to ask a counsellor at 2nd Chance to help you with this!).

**4) “I used to be out of a job Friday, and onto another one by Monday.”**

In most cases (unfortunately) job searching in the current market takes patience and endurance. We are now faced with what is called an “employers market”, whereas in the past it’s likely you would’ve been scooped up by a new employer by the next day. Be sure to market your skills so that you do not look overqualified for certain positions and hang in there! There ARE jobs out there and you WILL secure one eventually!

It is important to realize the value of your past contributions to the workforce. Do this through **exploiting your experiences** and **capitalizing on your contacts**. Explore the wealth of knowledge you gained from your previous employment history and utilize the contacts you have made throughout the years, however small they may seem. These are stepping stones that can aid in finding fulfilling employment at any age. And remember: there are always employment counsellors at 2<sup>nd</sup> Chance that are willing to help you set and achieve your goals - they may be just the motivation you need to take the plunge back into finding the right job for you!