

LOCKE ALDERSON

Recruiter Resource & Career Consultant

41 years in Recruiting & 19 years in Career Consulting
Alderson & Associates



formerly with Lee Hecht Harrison, Mullin International,
Oracle, Siebel, Raytheon Systems, E-Systems,
Rockwell Microelectronics, Litton Data Systems,
Continental Airlines

St. Jude's Career Alliance

May 20th, 2020

50 & Unemployed; Now what?

LockeAlderson@gmail.com



“I just lost my job!”





I'm 50 & Unemployed; Now what?

- You're at a crossroads



- You've lost your job, now what?
- Roller coaster of emotions



I'm 50 & Unemployed; Now what?

- Take a deep breath and try not to panic.
- Talk to your family – give them a status of what's happened – they are in it with you.
- Take a look at your finances
- Put together a budget & live with it
- 4 walls
 - Food
 - Utilities
 - Shelter
 - Transportation

Household Budget Worksheet 12 month

Income	Amount	Frequency	Month
Paychecks	\$0.00	Monthly	\$0.00
Severance & vacation unemployment	\$0.00	Monthly	\$0.00
Total			<u><u>\$0.00</u></u>

Savings & Investments	Amount	Frequency	Month
Emergency Fund	\$0.00	Monthly	\$0.00
College Savings	\$0.00	Monthly	\$0.00
Retirement (IRA etc.)	\$0.00	Monthly	\$0.00
Budget Period Total			<u><u>\$0.00</u></u>

Loans / Debt Expense	Amount	Frequency	Month
Mortgage / Rent	\$0.00	Monthly	\$0.00
Credit Card	\$0.00	Monthly	\$0.00
Home Equity Loan	\$0.00	Monthly	\$0.00
Car Loan	\$0.00	Monthly	\$0.00
Student Loan	\$0.00	Monthly	\$0.00
Budget Period Total			<u><u>\$0.00</u></u>

Miscellaneous Expenses	Amount	Frequency	Month
Groceries	\$0.00	Monthly	\$0.00
Child Care	\$0.00	Monthly	\$0.00
Vacation	\$0.00	Monthly	\$0.00
Entertainment (movies dining out etc.)	\$0.00	Monthly	\$0.00
Clothing	\$0.00	Monthly	\$0.00
Cleaning	\$0.00	Monthly	\$0.00
Gas (automobile) & auto repairs	\$0.00	Monthly	\$0.00
Personal grooming	\$0.00	Monthly	\$0.00
Commuting (parking etc.)	\$0.00	Monthly	\$0.00
Charitable Contributions	\$0.00	Monthly	\$0.00
Out-of-Pocket Medical Expenses	\$0.00	Monthly	\$0.00
Budget Period Total			<u><u>\$0.00</u></u>

Utilities	Amount	Frequency	Month
Gas/Oil	\$0.00	Monthly	\$0.00
Electricity	\$0.00	Monthly	\$0.00
Telephone	\$0.00	Monthly	\$0.00
Water and Sewer	\$0.00	Monthly	\$0.00
Budget Period Total			<u><u>\$0.00</u></u>

Insurance Premiums	Amount	Frequency	Month
Life	\$0.00	Monthly	\$0.00
Auto	\$0.00	Monthly	\$0.00
Home	\$0.00	Monthly	\$0.00
Health	\$0.00	Monthly	\$0.00
Long Term Care	\$0.00	Monthly	\$0.00
Budget Period Total			<u><u>\$0.00</u></u>

Total Income	\$0.00
Total Expenses	\$0.00
Income Minus Expenses	\$0.00



I'm 50 & Unemployed; Now what?

- Take a deep breath and try not to panic
- Talk to your family – give them a status of what's happened – they are in it with you
- Take a look at your finances
- Put together a budget & live with in
- Where to get cash? 401k IRA
Unemployment - TWC
- Health insurance – COBRA Spouse's insurance
S.T. health insurance
Indemnity plans



Do an honest Reality Check

- Have you accepted what's happened to you?
- Look at things as they are, not as they should be, or how you want them to be!
- Remember: you are not alone, you are not an outcast and you are not a failure
- Reflect on how you've successfully handled serious situations in the past.
- What do you want to do when you grow up?



First Steps

- Do you want to have the same or a similar job? If NOT, what? How do you find out?
- Do a self-assessment – look at your last job
- Myers-Briggs Factor Analysis Strength Finders
- Performance Reviews Recommendations on
Linked-In
- Write an article for the Readers Digest entitled
“The greatest accomplishment in my career.”
- Write your obituary.
- Write your ideal job posting.

LA1

Slide 8

LA1

Locke Alderson, 2/10/2020



Next Steps

- Develop or Revise your job search strategy
- Ask for help.
- Don't burn bridges behind you!
- Network, Network, Network!!
- Be able to answer “Why should we hire you?”
- Make finding a job your fulltime job
- How have you dealt with change?
- Older workers – myths & reality
- What about discrimination?
- Recalibrate your expectations



RE-INVENTING YOURSELF: EMPLOYEE vs. SELF EMPLOYMENT

	Employee	Independent Contractor
Income Taxes:	Withhold federal income taxes; Employee receives a W-2 in January	Withholding is not required: but contractor pays quarterly estimated taxes; contractor received a 1099-Misc in January
Taxes:	Employer pays ½ of Social Security tax (FICA) & Medicare 7.65%	Employee pays all of Social Security tax (12.4%) & Medicare (2.9%) = 15.3%
Insurance & benefits:	Employer often provides benefits – health insurance, paid vacation & holidays	Generally, no benefits; contractor pays for insurance, benefits; generally does not get paid for holidays or vacation
Retirement:	Employer may offer 401(k) plans or similar plans, often offering matching funds	Contractors must provide for their own tax-advantaged accounts (SEP IRAs & SIMPLE IRAs).
Work – tools & equipment:	Employer provides office essentials – phone, desk & computer	Contractor often provides their own equipment
Work expenses:	Employer likely to reimburse expenses	Contractor likely to pay expenses & have unreimbursed expenses
Control of how work is performed:	Employer controls how work is performed	Contractor determines how work is performed



What's the current status of the American workforce

- Unemployment in February was is 2.9% in the Dallas Ft. Worth area and 3.5% nationally (1 of 28 Americans) & in Texas
- By April unemployment had skyrocketed to 14.9% with 36,000,000 out of work
- Estimates are that unemployment could reach 19% before recovery starts as businesses reopen
- Dallas ranked 1st in the US in both the number of jobs added over last year and the annual rate of job growth



What do employers really want?

- Not to make a mistake & hire the wrong person – bad hires cost money, budgets are still tight, headcounts are still limited & it's hard to get replacement headcount approved
- Candidates who've kept their skills current
- Choosing a winner – **A & A+** players – **High Achievers**
- Can they do the job? right training, skills and experience
- Will they do the job? Hit the ground running & apply their experience toward the success of the company?
- Do they fit? Candidates who fit the culture, and have flexibility, energy & enthusiasm



What do employers really want?





Résumé Black hole





Résumés

- I'm told I need a résumé WHY?
- Advertising – to get them to call you
- Script for the interview
- Reminder of who you are after the interview
- Contact info – make it easy for them to reach you
- Headline & Summary – why are they so important?
- Tailor your resume to the job you're applying for!!!
- Give examples that demonstrate the measurable results you've achieved – they add to your credibility
- Summarize older experience – 10-15 years



Who really reads my résumé?

- Who sees your résumé first?
- Nearly 100% of Fortune 500 companies use an applicant tracking system & 60% of medium size companies. This means that 75% of résumés are seen initially by an ATS & only 25% buy humans
- 70% of résumés received for an opening are reviewed by a 3rd party who may or may not be qualified to review it & most have no direct experience with the job they're recruiting for
- When a résumé is seen by a recruiter or hiring manager they spend 6 to 10 seconds reviewing it
- 40% of the résumés that are “opened or scanned” to be read are deleted or because the reviewer is unclear about what the candidate has done, who they've worked for or how successful they've been



What's the big deal about Achievements?

- Companies want candidates who can clearly articulate what they have done - measurable results of performing their duties - accomplishments
- ACCOMPLISHMENTS – STAR - Situation, Task, Action taken, Results
- Where to start - Performance reviews. Linked-In Recommendations; In the last 6 months what activity are you proud of? Write an article for Readers' Digest article "The Greatest Accomplishment in My Career"
- Start with an active verb – 1 to 2 lines describing the results
- Uses \$s, numbers and %s where possible, to convey impact.
- Before & after comparisons - with competitors, industry, predecessors
- What were the results in terms of making or saving money? Of saving time, making work easier, or solving a problem?
- How did the activity make the company more competitive or expand the business? Build relationships with internal or external customers, attract new customers or retain existing customers?
- Ask yourself about the achievement: SO WHAT? WHAT'S the SIGNIFICANCE? WHAT's the REST of the STORY? WHAT RESULTED FROM the ACTIVITY?



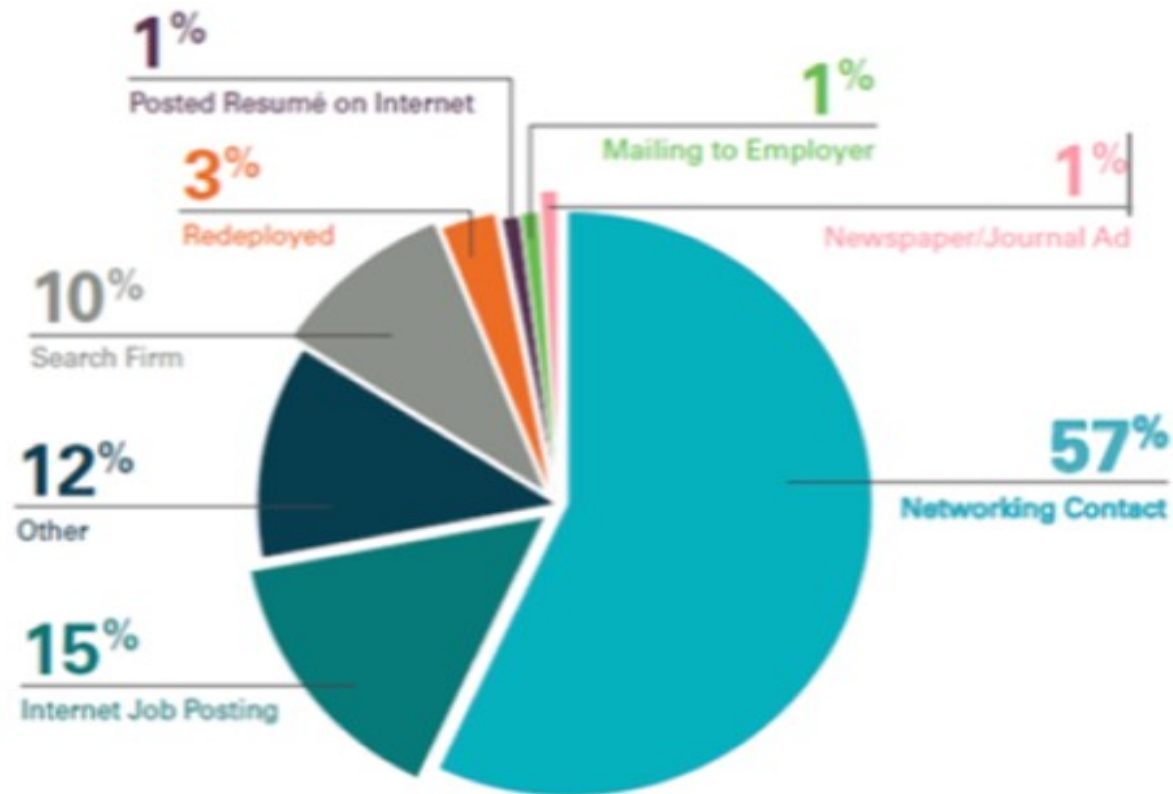
Keeping the Momentum Going

- Maintain your focus – take 1 day at a time
- Taking care of yourself – 1st impressions
- Putting together your game plan
- Calendar – Schedule daily & weekly activities
- Phone phobia
- Strengths & weaknesses
- Building a support infrastructure
- Network, Network, Network



Networking

How are job seekers finding jobs?



Source: Lee Hecht Harrison collected landing by job source data from 202,606 candidates from 2011 to 2016.



Networking

- Networking – when to start – **NOW**; you should always be networking – 30 second pitch
- Unemployed – 2-3 groups a week – CareerDFW
- Employed - Professional – CPA, ATD, FENG, Marketing, users groups, N TX Assn Mtge Prof
- Business & service groups – K of C, Lions, Rotary, Kiwanis, Chamber of Commerce
- Alumni Groups Meet-ups
- Accountability Group / Accountability Partner
- You want to become an employee referral



Interviewing – Informational & Face-to-Face Interviews

- Practice interviewing: both questions & answers
- Be prepared – do your research
- Be honest & positive DON'T badmouth former employers or bosses or co-workers
- Exchange business cards & bring extra resumes
- Be courteous, particularly to the gatekeepers
- Informational interviews can turn into job interviews & job interviews to informational
- Convince them you are not a risk – strengths & accomplishments



Why Linked-In?

- Linked-In - #1 tool used by recruiters to find candidates
- Your profile is your home page & similar to your résumé
- Aim to be an All Star by having a complete Profile
- Headline below your name – the Job Titles you're seeking
- In your Settings indicate you are open to new opportunities
- Your contact info in 1st two lines of your About section
- All of your education, along with professional development & training – webinars, seminars & workshops
- Skills, Career interests, Endorsements, Recommendations
- Activity on Linked-In



You have 6-10 seconds to get my attention



Add profile section ▾

More...



Locke Alderson

Career Consultant | Recruiting Consultant | Contract Recruiter
| Executive Recruiter | Speaker @ Workshops & Seminars

Plano, Texas · [500+ connections](#) · [Contact info](#)



Alderson & Associates




Texas A&M University

Open to job opportunities

Senior Career Consultant, Executive Recruiter, Senior Technical Recruiter and Contract Recruiter roles

[See all details](#)



 All LinkedIn members



Letting recruiters know what you're looking for in your settings

Account **Privacy** Social, economic and workplace research Ads Communications

Choose whether we can make some of your data available to trusted services for policy and academic research

How others see your profile and network information

How others see your LinkedIn activity

How LinkedIn uses your data

Job seeking preferences

Blocking and hiding

Job seeking preferences Change

Job application settings Change
Choose what information LinkedIn saves when you submit a job application.

Let recruiters know you're open to opportunities Change
Share that you're open and appear in recruiter searches matching your career interests Yes

Signal your interest to recruiters at companies you have created job alerts for Change
This will be applied for companies that you have created job alerts for. No

Sharing your profile when you click apply Change
Choose if you want to share your full profile with the job poster when you're taken off LinkedIn after clicking apply No

Commute preferences Change
Set commute times and get job recommendations based on your preferences



Searching for jobs on LinkedIn

LinkedIn search interface showing results for "Recruiter" in Dallas, Texas, United States. The search bar contains "recruiter" and the location is set to "Dallas, Texas, United States". The search results list several job postings, including "Recruiter" at Labatt Food Service, "Addison Group", "Frontline Source Group - Nationwide Staffing Agency and Professional Temporary Staffing Agency", "Corporate Campus Recruiter" at JPMorgan Chase & Co., and "Recruiter" at Rose International.

Jobs ▾ | Sort by ▾ | 25 miles (40 km) ▾ | Date Posted ▾ | LinkedIn Features ▾ | Company ▾ | Experience Level ▾ | All filters

Recruiter in Dallas, Texas, United States Job Alert Off 4,966 results

- Recruiter** Promoted
Labatt Food Service
Dallas, TX, US
40 alumni work here
2 weeks ago · Easy Apply
- Recruiter** Promoted
Addison Group
Dallas, Texas
1 connection works here
1 week ago · Easy Apply
- Recruiter** Promoted
Frontline Source Group - Nationwide Staffing Agency and Professional Temporary Staffing Agency
75202, Dallas, Texas, United States
1 alum works here
1 week ago · Easy Apply
- Corporate Campus Recruiter**
JPMorgan Chase & Co.
Plano, TX, US
Be an early applicant
3 weeks ago
- Recruiter**
Rose International

Recruiter
Labatt Food Service · Dallas, Texas
Posted 2 weeks ago · 242 views
Save | Easy Apply
See how you compare to 82 applicants.
[Reactivate Premium for Free](#)

Job	Company	Connections
<ul style="list-style-type: none">4/10 skills match82 applicants	<ul style="list-style-type: none">1,001-5,000 employeesSan Antonio, TX	<ul style="list-style-type: none">40 alumni

Posted by
Kayla Grona Kloesel PREMIUM
Corporate Hiring Coordinator at Labatt Food Service [Send InMail](#)

Labatt Food Service is seeking a Hiring Coordinator for our Dallas Distribution center. This position is primarily responsible for hiring transportation and warehouse employees to staff the Dallas DC. The primary functions of this job include, but are not limited to, reviewing applications, interviewing applicants, administering job-related activities, running background and MVR reports, and hiring qualified applicants. The position will also be responsible for advertising and staffing analysis.



Using Linked-In Filters

LinkedIn navigation bar with search bar (recruiter), location (Dallas/Fort Worth Area), search button, home, profile, jobs, messages (5), and premium options.

All jobs filters

Clear

Cancel

Apply

Date Posted

- Past 24 hours (321)
- Past Week (4941)
- Past Month (12018)
- Any Time (17068)



LinkedIn Features

- In Your Network (413)
- Easy Apply (140)
- Under 10 Applicants (16930)

Job Type

- Full-time (15608)
- Internship (1115)
- Part-time (153)
- Contract (134)
- Temporary (72)
- Volunteer (4)
- Other (1)

Location

- Add a filter
- Dallas, TX (1522)
 - Fort Worth, TX (501)
 - Plano, TX (303)
 - Irving, TX (294)
 - Arlington, TX (239)

Company

- Add a filter
- Thomson Reuters (2)
 - Gartner (6)
 - Korn Ferry Futurestep (2)
 - Vaco (1)
 - Interstate Batteries (2)

Industry

- Add a filter
- Hospital & Health Care (526)
 - Accounting (343)
 - Automotive (999)
 - Information Technology and Services (700)

Job Function

- Add a filter
- Management (12472)
 - Other (2938)
 - Business Development (975)
 - Information Technology (543)
 - Human Resources (383)

Experience Level

- Internship (198)
- Entry level (12329)
- Associate (308)
- Mid-Senior level (400)
- Director (19)
- Executive (47)



Optimizing your Linked-In Profile – Looking at People

The screenshot shows the LinkedIn search interface for the term "recruiter". The top navigation bar includes icons for Home, My Network, Jobs, and Messaging. Below the search bar, there are filter tabs for "People", "Connections", "Locations", "Current companies", and "All Filters". A dropdown menu for the "Locations" filter is open, showing a search box "Add a country/region" and a list of location options: United States, Dallas/Fort Worth Area (checked), India, Greater New York City Area, and San Francisco Bay Area. The "Apply" button is highlighted in blue. The search results list three profiles:

- Richard W Eby** • 1st
The Coding Recruiter - M...
South Bend, Indiana Area
Current: Recruiter at Wayfair
 Michael Carr, Alan Meyer
- Melissa Johns, CSP** • 1...
Recruiter at Berry Applem...
Dallas/Fort Worth Area
Past: Recruiter at High Profile, Inc.
 Michael Carr, Tom Hosseini, MBA, and 131 other shared connections
- Jennifer McCullough** • 1st
Recruiter at Staffing Symphony LLC
Dallas/Fort Worth Area
Current: Recruiter at Staffing Symphony LLC
 Paul Husar, Gail Houston, and 56 other shared connections

Each profile has a "Message" button to its right. A partial advertisement for "Finance From \$36/Month.* Ad" is visible at the top right.



Reinventing yourself

- Identify what is not working for you & stop doing it!!
- Don't apply for jobs where you really aren't qualified
- Tweak your resume & your profile on the Linked-In
- Know your competition – optimize your Linked-In profile
- Don't try to boil the ocean – laser focus
- Touch bases with your contacts every 4 to 6 weeks!
- Become an employee referral – Network!
- Participate weekly in networking & accountability groups
- Give & you shall receive – don't forget to volunteer
- Send thank you notes – to everyone
- Include fun activities in your calendar
- Keep up technically – articles, books, courses
- Add humor to your life - your search & your interviews

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