

## Ask a Wise Woman ...

Dear Wise Woman;

I've tried every trick I know to get my resume and cover letter to stand out from all the others. I know I have the right skills, qualifications and experience for the jobs I apply for, but nothing seems to be working to get me an interview. Do you have any new ideas?



Wallflower Wanda

Dear Wanda;

We just read about a great idea in one of the new books in CERC's resource library - Getting the Job You Really Want by J. Michael Farr. The new idea is a mini-resume or JIST card: **Job Information and Seeking Training**. This is a unique job search tool that uses a 3 x 5 card format to tell a prospective employer who you are in 30 seconds or less. There are a number of ways you can structure a JIST card but you want to make sure the card highlights your most important information and qualities. You can attach a JIST card to your resume or give them out to friends and networking contacts. Some people have secured an interview based on just the information on the JIST card. It's worth trying! Come in to CERC and discover how you can create your own unique JIST card.

## About CERC "Your Job Search Connection"

### Hours

**Monday:** 9am – 6pm  
*(every third Monday of the month, the Port Hope office will close at 4pm for staff development. The Cobourg office will be open until 6pm)*

**Tuesday:** 9am – 5pm

**Wednesday:** 9am – 5pm

**Thursday:** 9am – 5pm

**Friday:** 9am – 4pm

### Email

[cobcerc@cercnorthumberland.com](mailto:cobcerc@cercnorthumberland.com)

### Web Site

[www.cercnorthumberland.com](http://www.cercnorthumberland.com)

### Locations

**Port Hope:** 74 Queen Street  
**(Lakeland Place)**  
Telephone: 905-885-2372  
Fax: 905-885-5706

**Cobourg:** 1005 Elgin Street  
**(Fleming Building)**  
Telephone: 905-372-9372  
Fax: 905-372-5247

**Colborne Outreach:** Every Thursday  
**2-5 p.m. Public Library**, King Street



Gouvernement du Canada  
Government of Canada

## CERC

### Mature Women's Chronicle "Your Job Search Connection"

November 2006



### What's Inside for the Mature Woman?

-  **Careers for Older Women Feature Article**
-  **Personal Goal of the Month**
-  **Resources**
-  **Quote of the Month**
-  **CERCulation NEWS**
-  **Female, Over Forty and Fit for the Workforce Feature Article**
-  **Ask a Wise Woman**

## Careers For Older Women

Continuing from last month, here are a few more ‘selling points’ for hiring the older worker. Think about these as you plan what you will say during your interview.

- Companies can save dollars by offering flexible retirement to older workers. Scaling down from 5 days to 2 – 4 days a week or 6 months on/6months off allows the older worker to move back and forth between work and leisure. Also, allowing the older worker to switch positions with another worker/department can add interest to their life and value to the company.
- Remember the beginnings of maternity leave? How people said it would never happen? Now we have maternity leave, parental leave, childcare programs and on-site daycares. Soon we will see a similar transition in thinking and work adaptation for the older worker – companies accepting and incorporating flexible retirement and flexible work week programs. Where it has been embraced already, turnover rates are dropping and productivity is rising.
- You may want some flexibility, but unlike the younger worker, you are probably more available for evening and weekend work. Younger workers have family commitments you no longer have.

## Personal Goal of the Month

Read some books on interviewing and write a script of the important things you want to emphasize during your interview.

## Resources

More books to check out...

Too Young to Retire: 101 Ways to Start the Rest of Your Life by Marika & Howard Stone  
Don't Retire, Rewire! By Jeri Sedlar & Rick Miners

Don't Stop the Career Clock: Rejecting the Myths of Aging for a New Way to Work in the 21<sup>st</sup> Century by Helen Harkness

## Quote of the Month

“ The door of opportunity won't open unless you do some pushing ”

....*Anonymous*

## CERCulation News

### CERC'S NOVEMBER THEME

Now is the time to give  
your job search new clout

Our Career Tree is here

Venture in and branch out

**Canada Career Week – Oct 30<sup>th</sup> – Nov 3<sup>rd</sup>**  
Come in to CERC and learn all about interesting career choices in the Arts, Trades, Service and more

## Female, Over Forty and Fit For the Workforce ...and the Interview

A few more “fit” answers this month to some – to be expected – interview questions that, as experienced job seekers, we should expect and be ready to handle with ease.

**We don't have many employees here who are your age. Would that bother you?**

“Your age” should not, by law, be a factor for employment, however, if you are questioned, emphasize your eagerness to learn and improve and that it doesn't matter who helps you. You may be able to cite other organizations and committees where you interacted with people of all ages.

**This company is on the fast track. Do you think that you can keep up?**

Hit the question head on by stating that you have not slowed down or become stagnant in attitude or energy. Emphasize the upgrades, courses, etc that you have had. Be sure to present an up-to-date appearance to reinforce your “with it” state.

**Have you done this work before? I don't see this job on your resume.**

Ask which skills are most important for the job and then link your experience to these skills. Show how your past successes have relevance for this job even if you have been unemployed, retired, a homemaker or a volunteer. Be positive and be prepared. CERC has a wealth of resources to help you tailor your employability skills to suit your situation.