

# Participant Workbook

## OVERCOMING AGEISM



WorkSource is a proud partner of the American Job Center Network and an equal opportunity employer/program. Auxiliary aids and services are available upon request to individuals with disabilities. Washington Relay Services: 711



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# How To Join a WorkSource Virtual Workshop on Zoom

## STEP ONE: Receiving an Invitation

The workshop organizer will send you an email with a link to access the workshop. In this email, you will see an important link. Save this email so that you can access this link before the workshop or write down the URL so you can type it into your browser.

## STEP TWO: Downloading the Zoom App

You will have to decide if you are going to download Zoom onto your smartphone or tablet, or if you will download Zoom on your laptop or desktop. If you have a smart phone or tablet, we highly recommend you utilize this option.

Option 1: From a tablet or smartphone (simplest and recommended)

1. Find and Download the Zoom Application to your phone
  - a. On Apple products, you will do this from the App Store.
  - b. On Android or other products, you will download apps from Google Play.
2. Confirm the app has downloaded - If you open the app before the workshop, the app will ask for permission to utilize your microphone and camera. Allow the application access to both.
  - Zoom will only access your microphone and camera when you are actively in a Zoom meeting and give it permission to do so.
3. You are done! The application has been installed on your device. When it's time for the workshop, you simply click on the link in your email or type that link into the browser, and the app will launch.

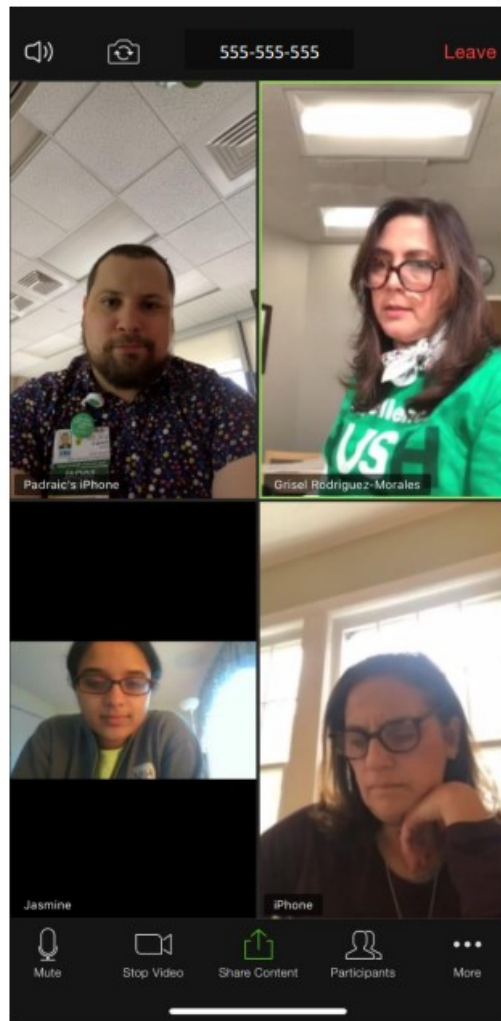
## STEP THREE: Joining the Virtual Workshop Option

From your tablet or smartphone

1. From your invitation email, tap the link to access the workshop.
2. If you already have the Zoom app installed on your device, the meeting will launch automatically.
3. Once the app loads, your camera will turn on and you will see the "Video Preview". Don't worry, at this point no one can see your video, only you! If your video does not show up, it's because you have not given the Zoom app the permission to use your camera. The app may prompt you to change that. Once your video is showing up on your screen, tap "Join with Video".
4. After you tap "Join with Video," you will be prompted to turn on your audio with a prompt that says "To hear others, please join audio."

5. On your tablet or mobile device, you will typically only have two options: "Call Using Internet Audio" or "Cancel"—tap "Call Using Internet Audio". This option will utilize the speaker and microphone on your smartphone or tablet.

6. Congratulations! You are in the workshop! You should be able to see and hear other participants, and other participants should hear you. The screen should look similar to this photo.



## Exercise: Stereotypes About Mature Workers

Make a list of positive and negative stereotypes of hiring mature workers.

List out positive and negative stereotypes:


# MULTI-PURPOSE STATEMENT

STRONGLY WORDED WITH A VALUE PROPOSITION WILL SERVE AS:

- Résumé purpose statement
- 30-second commercial
- Attention paragraph for cover letters
- Basis for stories



## **Pitch Tips:**

### **Start by introducing yourself**

As you approach someone to pitch to, whether at an event or an interview, start off with an introduction. Give your full name, smile, extend your hand for a handshake and add a pleasantry like, "it's nice to meet you".

### **Take your time**

A pitch is a quick conversation but try to avoid speaking too fast. Keep your pitch around 75 words to deliver optimal information in a clear, digestible way. Be mindful of rushing through it or trying to add in too much information.

### **Make it conversational**

It's good to plan your pitch out ahead of time and practice, but you should avoid sounding rehearsed in delivery. A good way to keep the pitch conversational is to memorize a general outline or key points of your speech. Keep this structure in the back of your mind and adapt your pitch for each person you give it to. For example, if you're talking to someone you've just met, keep the conversation general, focused on your background and possibly state if you're seeking new opportunities. If you're talking to someone you want to work with, it's important to refer to their open position or company, and how specifically you can provide value.

### **Express confidence**

Even the best pitch can lose its effectiveness if your delivery lacks confidence. Keep your chest high, shoulders back and smile when meeting someone and delivering your pitch, Use strong speaking voice to show confidence in your experience and what you want in the future. If you're nervous try mentally reverse roles: if you were the person being pitched to, you'd likely be happy to listen and help in the inquirer as best you could.

### **Finish with a call to action**

You should end your pitch by asking for what you want to happen next. If you feel a pitch is appropriate for a certain situation, begin with the goal of gaining a new insight or next steps. Examples can include expressing interest in a job or asking for a business card to follow up. Asking for what you want can be intimidating, but it's important you give the conversation an action item instead letting it come to a dead end.

# Pitch Notes


# Next Steps

Develop a 30 second commercial.



# Preparing your commercial

**What are you doing right now?** *Ex. Hello/Hi my name is \_\_\_\_. Currently I am looking for an opportunity to utilize my skills or experience or knowledge or education in....*


**What are you passionate about?** *Ex. What really excites me is having the chance to... (incorporate what is appropriate for occupation, industry or company)*


**What are you interested in learning?** *Ex. I saw on your website...could you tell me a little more about....*


## Exercise

“Seasoned Service Writer with over 25 years of dealership experience seeking new opportunity which will utilize my strong sales and interpersonal skills while allowing for upward mobility and financial growth.”

Corrected response: *“Experienced dealership Service Writer with proven sales record and team building skills is available to help Acme Ford continue as the Customer Award leader in the Pacific Northwest.”*

“Seasoned Graphic Designer with over 30 years of experience typing website content for Fortune 500 companies.”

Now you try a corrected response:

**Jane Jobseeker**  
**123 Job Road**  
**Spokane, WA 99212**  
**(509) 122-3334**  
[Jane.Jobseeker@gmail.com](mailto:Jane.Jobseeker@gmail.com)

May 1, 2021

Robert E. Smith  
Human Resources Manager  
Associated Medicine  
456 N. Argonne  
Spokane Valley, WA 99212

Dear Mr. Smith:

My experience in medical records combined with the medical office skills developed in my recent trainings make me a perfect candidate for your Medical Records Assistant.

While working at Northside Family Physicians I worked primarily in Medical Records. The focus of my daily activities included electronic record keeping and customer data base management. Beyond working in medical records, I provided back-up to the front desk during busy times by answering phones and checking in patients.

To further prepare myself for a career in a medical office, I am completing the Clerical Assistant-Medical program through the Institute for Extended Learning. The course was quite intense over the twelve weeks and provided some additional fundamental skills and knowledge. The two areas of most relevance were Medical Terminology and Computer Applications. I completed the Medical Terminology with a 95% average and developed excellent data base management skills.

I am confident that you would find me to be a great employee and able to quickly integrate into your office due to my prior experience and training.

Thank you,

Jane Jobseeker

# Cover Letter Formatting

- Standard heading with contact information
- Avoid “I” statements
- One page
- Margins: Max 1” - Min .5”
- Paper: white, cream or light grey
- Font: Ariel or Times New Roman—standard 12 - Min 11



## Cover Letter Content

### Introduction

- Similar to the objective/personal brand statement on your résumé
- The two critical components that must be included in your introduction are your primary qualifications (2—3) and the position

### Body

- In the body of your cover letter you have the ability to expand on the qualifications stated in your introduction with specific examples that offer proof from your work/life experiences
- Two paragraphs is the maximum for the body, each focusing on a specific skill set from your introduction

### Closing/Summary

- Your closing needs to reiterate to the employer your qualifications for the job and ask for the interview
- If the job announcement request that you indicate a salary desired it is here that you can best address the request. In summarizing your qualifications you can use them as justification for the salary desired. It is recommended that in addressing salary you state a range rather than a specific amount.

# Cover Letter Formatting

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## Introduction

- 2—3 primary qualifications
- Position title

### Which introduction?

A. As you can see in the enclosed resume I have the experience, skills and abilities that you are seeking.

**B.** Throughout my career I have gained extensive experience in heavy truck and equipment repair including welding and fabrication that will be valuable in the fleet service division.

## Body

- 2 paragraphs max
- Specific examples

### Body

- You have the ability to expand on the qualifications stated in your introduction with specific examples that offer proof from your work/life experiences.
- Use this opportunity to demonstrate how your qualifications are relevant to the position for which you are applying.
- **Avoid starting multiple sentences with “I” statements. Some alternatives include:**

While working for...	My training included...
During my time with...	As an experienced ___, I have...
At (company name) I performed...	The ___ program involved...
My experience with...	My ___ is best demonstrated by...

## Closing/Summary

- Reiterate qualifications
- Request for interview

### Closing/Summary

Closing/Summary – Your closing needs to reiterate your qualifications for the job and request for the interview.

- After reviewing my resume, please contact me to arrange an interview in which we can further discuss how my experience and training can benefit (Company Name).
- As the enclosed resume provides only an overview of my knowledge of computer networking and troubleshooting ability, I look forward to meeting with you personally and more fully discuss my qualifications and how I could benefit (Company Name).
- My nearly five years experience and training in administrative roles makes me well qualified for the position of Administrative Assistant at a salary of \$27,000 - \$30,000 annually.



# Build a cover letter

Name of contact \_\_\_\_\_

Name of business \_\_\_\_\_

Address of business \_\_\_\_\_.

(Name of person to who letter is addressed) \_\_\_\_\_:

My (two of your major qualifications for the job) \_\_\_\_\_ and \_\_\_\_\_ combined with (list a third qualification \_\_\_\_\_ make me well qualified for the position of (list specific job title) \_\_\_\_\_.

Use your validation T to create your stories that will validate your qualified for the position. Remember that is really what a cover letter is—a validation tool.

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The best example of my (state the skill that you are highlighting) \_\_\_\_\_ would be (refer to the setting in which you utilized the skill; at a job, in school or other settings \_\_\_\_\_). I (describe the situation or event that you were involved in that demonstrates the skill or skills)

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After reviewing my résumé please contact me to arrange an interview to discuss in more detail how my (restate the skills you mentioned in the first paragraph as a summary) \_\_\_\_\_ can benefit (company/organization name) \_\_\_\_\_.

Respectfully

# Functional Résumé

**Jane Jobseeker** Spokane, WA 509.122.3334 [jane.jobseeker@gmail.com](mailto:jane.jobseeker@gmail.com)

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## Purpose Statement

Highly professional Medical Assistant with a commitment to providing an exceptional experience for every patient while providing quality care.

## Summary of Qualifications

- Over five years' experience and training as a Medical Assistant, both family practice and long-term care
- Current Medical Assistant certification from Washington State Department of Health - CPR certification
- Experienced preparing for and assisting with a variety of routine and specialty examinations
- Reputation for treating patients with extreme compassion, making them comfortable and at ease
- Thrives working in a high energy, fast paced environment which requires proactive thinking

## Healthcare

- Supported a team of three physicians, a nurse practitioner, and two registered nurses
- Routinely take the opportunity educate and coach patients regarding their care and treatment
- Conduct patient assessments and maintain detailed documentation
- Daily obtain specimens for testing applying proper collection techniques
- Committed to maintaining all areas of facility to standards and ensuring sufficient supplies available
- Insured that proper medication was distributed on a day to day basis

## Customer Service

- Provided assistance with daily living activities of between 20 – 30 residents at St. Joseph's Care Center
- Handled walk-in and phone traffic for this 350-person manufacturing organization
- Created a wide variety of correspondence aimed at customers and vendors
- Primary student contact for registration and information regarding campus events and activities
- Established strong relationships with resident's family

## Administrative

- Provided administrative support to Director and four department supervisors at Gonzaga University
- Assisted sales team with design and distribution of sales materials to customers
- Participated in the coordination for quarterly trade shows and other customer focused events
- Created Excel spreadsheet to track Student Services, saving significant time in monthly reporting
- Developed tool that consolidated monthly sales reports of 18 sales representatives in one document

## Work History

<b>Admin. Assistant</b>	Eagle Eye Networks	Spokane, WA	July 2019 – March 2021
<b>Receptionist</b>	Magic Mountain Manufacturing	Spokane, WA	February 2017 – July 2019
<b>Medical Assistant</b>	Northside Family Physicians	Spokane, WA	Oct. 2015 – February 2017
<b>Office Assistant</b>	Gonzaga University	Spokane, WA	May 2012 – October 2015
<b>CNA</b>	St. Joseph's Care Center	Spokane, WA	January 2009 – May 2012

## Education

<b>AAS Medical Assistant</b>	Spokane Community College	Spokane, WA
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# Essential Résumé Guidelines

- Target your résumé, use key words and quantify
- Easy to read layout, consistent style and format
- Present most important/relevant information first
- Paint a picture of who you are and your capabilities
- Error free, brief/concise phrases, use active verbs and provide details



Build your personal brand

**Your brand is your reputation**

- Who you are
- What you stand for
- What makes you stand out
- Who you serve
- What you are passionate about
- Any or all of these

## Target and Quantify

Every résumé should be a summary of your qualification/professional profile that is located in the top quarter of the first page. This is the portion of the résumé in which most of the targeting is done.

Determine 4—8 key skills, knowledge, experience and characteristics that the employer is seeking in which you are a good match. Highlight these in the summary of qualifications.

Quantifying can grab the attention of the reader and make them want to read more. It is much more impressive to say you handled \$10,000.00 a day than to say you handled large sums of money. In some cases it does not have to be an exact number, it could be statements such as approximately, average, between this and that or nearly this amount. Note: not every item needs to be quantified.

Things to think about when trying to choose what achievements to quantify, don't forget about processes/systems, sports, personal, awards, community, professional, people, ideas or innovations.

THINK: Money, time, people, achievements, problems you solved.

## Exercise

Answered calls on multi-line telephone system for three employers over a 30-year period

Corrected qualitative statement: *Responded to an average of 150 product complaint phone calls/day in a friendly and professional manner, reducing customer product returns for my callers to half the company average.*

Dispatched plumber to customers homes.

Corrected: *Received phone requests and forwarded them to appropriate skilled technician to ensure outstanding customer service for our clients.*

## Developing Results-Based Statements for your Résumé

Employers typically predict future success through past performance. So it is critical to transform your résumé from a passive “job description” to an active “performance document.” This will require you to develop “results-based” statements to provide an employer with evidence (accomplishments and achievements) of your performance.

Accomplishments and achievements can usually be classified into quantitative and qualitative terms.

- Quantitative – This includes numbers, dollars and percentages. These show accomplishment and achievement, as well as scope of responsibility.
- Qualitative – This includes promotions, honors, awards, recognitions, acknowledgements, commendations and selections.

### From Job Description to Performance Document

To transform your résumé from a passive job description to an active performance document, consider the following:

Job Description

Performance Summary

I did this \_\_\_\_\_ and the outcome was \_\_\_\_\_

I did this \_\_\_\_\_ and it resulted in \_\_\_\_\_

I did this \_\_\_\_\_ and the difference it made was \_\_\_\_\_

I did this \_\_\_\_\_ and the value it brought was \_\_\_\_\_

# S/TAR Story Telling

**S/T Story-What were you facing? (similar to the job)**

**A Actions-Allow the person to visualize (invoke emotions)**

**R Results-Focus on quality of your skills**

**(skills should be current, complex, draw parallels from your research)**



**WORK**Source

# Behavioral Interview questions

The key to answering these type of questions is to tell a story about a situation that you faced and how you handled it effectively. The story should demonstrate the use of specific skills required from the job as found in the job posting, job description or employer website.

## Past performance is the best predictor of future performance.

Give real examples, not hypotheticals.

Employers want to get a glimpse of how a job seeker has worked in the past. Behavioral interviewing is the closest thing an employer has to try to visualize a candidates work.

Be a **STAR** storyteller

**Situation**—Circumstances or events leading up to or beginning the story.

**Task**—Job titles/duties, what you were responsible for doing.

**Actions**—What specific steps did you take to deal with the situation

**Results**—How things ended up and the impact of that on the customer, employees or business.

Telling your story...

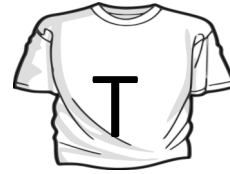
The **skills** you used to **SAVE** the day

The **accomplishments** which resulted

The **values** of that accomplishment

Always show your **enthusiasm/excitement**

# VALIDATION “T”



EMPLOYER REQUIREMENTS

MY QUALIFICATIONS

(Skill )

(Story )



Write your answer as you would tell it in an interview.  
(Think 30-second commercial.)


## Do's

- Wear glasses/contacts if needed
- Be a chameleon when dressing
- Include dates on your résumé
- Use a functional or modified functional résumé
- Conduct thorough research about the company prior to applying
- Be prepared with examples of how you add value to the job
- It's only valuable to the hiring manager.
- Be prepared with stories and examples
- Paint a picture of your value, enthusiasm, vitality, energy, flexibility and relevancy
- Dress classy and understated
- Include your personal pronouns on your e-mail signature block

## Don'ts

- Make age references in your email, social media, address, voicemail
- Use a chronological résumé , even with a consistent work history
- Wear perfume/cologne/aftershave
- Address your age directly
- Include things on your résumé which go against your brand
- Don't stand out

# POSITIVE STEREOTYPES

## FOCUSED AND EASY TO TRAIN

- Dedicated
- Punctual
- Honest
- Detail-oriented
- Communication skills
- Loyal, job pride
- Good work ethic
- Maturity
- Strong networks
- Reduced labor costs



# Thank you letter

## Introduction

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## Closing/Summary

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## Formatting

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- Avoid “I” statements
- One page
- Margins: Max 1” - Min .5”
- Paper: white, cream or light grey
- Font: Ariel or Times New Roman—standard 12 - Min 11



## Social Media Platforms

- Facebook
- YouTube
- Pinterest
- Instagram
- TikTok
- Twitter
- Reddit
- Tumblr
- Skype
- Snapchat
- WhatsApp
- LinkedIn

## Take advantage of social media

- Networking
- Overcome age bias
- Company research
- Career opportunities
- Show what causes you support
- Build your personal brand

## Dangers of social media

- Internet infinity: anything you post online will always exist on the internet, even if you delete it from your page

*Websites archive, people take screenshots, and keep everything online. Additionally, anything you post online can always be traced back to you—ALWAYS. Even if you use incognito mode, delete the post or think you are anonymous. You can still be traced by your IP address and internet address.*

- Employers will often Google prospective employees' names to what comes up
- Make sure your privacy settings are up to date!

*These are not reasons to avoid social media entirely, just things to keep in mind while enjoying its benefits.*

# How works

**First-degree contact:** people you are directly connected to via an invitation to connect.

**Second-degree contact:** connections of your 1st-degree connections.

**Third-degree contact:** connections of your 2nd-degree connections.

**Out of network:** none of the above

**Endorsements:** Corroborate your skills and increase your credibility

**Recommendations:** Personal testimonials that go further than an endorsement

## Make your profile stand out

### Profile picture

- 41% of recruiters have admitted to judging candidates by their photos on LinkedIn

### Profile picture must-haves

- Professional
- Portrait-quality
- Formal and conservative clothing
- Contrasting background
- Make it clear that you are friendly and engaging

### Background photo

- Grab people's attention

### Headline

- Tell the world how you see yourself professionally

### Summary

- Tell your story and bring to life why your skills matter

### Skills

- Helps back up the claims in your headline and summary

# Do not include in your LinkedIn

- Anything that can be viewed as unprofessional or unnecessary—only display yourself as an industry professional, save the rest for your social media
- Writing in 3rd person—always write in 1st person (“I” statements)
- Anything that targets the past—only show things that are related to your current career goals, including the information in job descriptions, skills, awards, etc.

## Make LinkedIn work for you

### Research

- Use LinkedIn to research prospective employers

### Connections

- Quality over quantity

### Engagement

- Contribute content to the LinkedIn platform
- Keep your profile up to date

### Headline

- Tell the world how you see yourself professionally

### Summary

- Tell your story and bring to life why your skills matter

### Skills

- Helps back up the claims in your headline and summary

## Privacy settings

You can choose exactly what content to make public.

Content can be made viewable to:

- The public
- Your network
- LinkedIn members
- Only first—degree connections

You can also block people to prevent them from being able to see your information or contacting you. You can also “unfollow” and “remove connection” for specific members if you want to limit their view .

# PERSONAL PRONOUNS

## UPDATED WORKFORCE IDENTITIES

- **MALE**, He/Him
- **FEMALE**, She/Her
- **GENDER NEUTRAL**, They/Them
- **GENDER NEUTRAL**, Ze/Hir

In case you are wondering, Cisgender is identifying with your gender at birth.

## Homework

How will you personally overcome the 4 primary ageism stereotypes.

1. Unwilling to change and set in your ways
2. Technophobe—intimidated by technology
3. Low energy or slow
4. Demand high pay

# Additional Resources

Job Hunting Mistakes (AARP) <https://www.aarp.org/work/job-hunting/info-07-2013/avoid-these-job-hunting-mistakes.html>

12 Benefits of Hiring Older Workers (Entrepreneur) <https://www.entrepreneur.com/article/167500>

This Chair Rocks; A Manifesto Against Ageism by Ashton Applewhite <https://thischairrocks.com/book/>

Counterclockwise: Mindful Health and the Power of Possibility <https://www.openculture.com/2018/10/youre-old-feel-research-harvard-psychologist-ellen-langer-shows-age-may-mindset.html>

5 Reasons Employers Should Hire Workers Over 50 (US News) <https://money.usnews.com/money/retirement/articles/2015/09/18/5-reasons-employers-should-hire-more-workers-over-age-50>

# ADDITIONAL RESOURCES

## ENHANCE YOUR EMPLOYABILITY



[sssc.org](http://sssc.org)



[seniors4hire.org](http://seniors4hire.org)



**Retired**Brains®

[retiredbrains.com](http://retiredbrains.com)



[encore.org](http://encore.org)

**Fifty** is the perfect age. You still have the energy of your youth, but you have so much experience.

- *Patricia Hochkins*





bust  
**MYTHS**  
& soar  
to new  
heights

# WORK Source

A proud partner of the American  Job Center network

*WorkSource is an equal opportunity employer/program. Auxiliary aids and services are available upon request to individuals with disabilities. Washington Relay Service: 711*

*Overcoming Ageism 4/30/21*