

john henry weiss

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00:02

Thank you for joining us today for the Career Speaker Series series brings to you the nation's top career authors who provide tips, tools, and best practices you can use to create a successful career strategy. Hello, my name is Don Fela bomb, and I will be your host today. With me today is john Henry Weiss, author, speaker and an authority and thought leader on helping individuals rebuild their careers after being fired or laid off, or furloughed. As many as 21 million people lose their jobs during any year. So his message is more important than ever. Certainly during this pandemic. JOHN will share insights from his experiences and his expertise that he's documented in his book moving forward in mid career a guide to rebuilding your career after being fired or laid off. So in the next hour, you're going to learn exceptional tips and strategies that will give you the confidence and strategies you need to immediately implement when you find your company downsizing, or your job is suddenly in jeopardy. So have your pen or paper or electronic device ready to take notes, check the download option to gain access to resources that will help you use John's ideas. And and you are also invited to help influence this program by offering your thoughts on how we can continue to support your career. So click on the menu option that says give us your feedback. So let's get right into it. And I'll give you some more information about our esteemed speaker today. JOHN Henry Weiss is the founder and president of Weiss and Associates. JOHN offers his clients a unique collection of skills and experience in the education focused executive search profession. Prior to founding his organization, john held positions in educational publishing technology companies, several companies including heartcode Apple Computer and the Learning Company is successful. Nationwide search and consulting assignments for employers in the education industry have resulted in the placement of presidents executive vice presidents, editors, directors, managers, sales representatives, and certainly consultants. JOHN is a frequent speaker and a presenter at industry conferences and he continues to be an active contributor to

professional associations. JOHN obtained undergraduate degrees in sociology and education at DePaul in Chicago and did work at DePaul law, Loyola, St. Xavier. All in Chicago. In addition to the book that we're going to be hearing more about today, john has somehow found time to write additional books, a couple of them. Welcome to the real world a complete guide to job hunting for recent college grads, Operation job search and guide for military veterans transitioning to the civilian career. So today, john is going to be your private consultant and share with you his philosophies and ideas from his book. I encourage you to join me in welcoming john Henry Weiss. Hey, john, thanks for joining us today.



03:09

Hey, thank thank you very, very much time. Thank you very much. I guess these are these are trying times for all workers. With the



03:28

Okay, you should be access now to be host. Coming up, it will cut off this deadspace. Okay, got it done. Great. Thanks. Thanks for seeing the screen, but not the full screen of just one slide. Okay, just one slide at a time like so. So if you go to slide show, present presenter mode, and it is up at the top of the menu, unless you want to show the thumb nail stuff. So the new word says slideshow? Yeah, right. Got it. Yeah, you got. And then slideshow from beginning works. All the way to?



04:18

Perfect. Okay, here we go down. Beautiful. Great. Okay, beautiful. I think we're on that. Thank you very much for that very kind introduction. I'd like to add just one thing after teaching or after DePaul University. I did teach in Chicago. I taught in a city High School and also this 7/8 or ninth grade in one of these suburban schools. And so, if this sounds a little bit like you're back in the classroom, gee, I apologize, but you can't take the classroom out of the teacher. Once a teacher always a teacher. I'd like to, I'd like to tell you where I am I located in Stockton, New Jersey. Which is about 45 minutes north of downtown Philadelphia, and about 90 minutes south east of Midtown Manhattan in New York City. So at any rate, what Dan said moving forward in mid career, that's my book. And what we're going to say today is going to reflect some of the content of that book. Let's take a look at the numbers because the numbers usually tell us what's happening, particularly during pandemic times like this. But even during normal times, and this is an astounding number, each day during normal times 55,000 people, workers in America are

let go. And these are verifiable statistics from the Bureau of Labor Statistics, and also the Pew Research Center. So if you multiply 55,000 workers a day, that's a little over 220 million people a year. And you might say, well, gosh, with so many people being laid off, why isn't the unemployment rate 25 to 30%. And it isn't, because what happens is that most of the workers who are laid off or fired, are brought back into the workplace within three to six months. So that's why we have this unemployment rate. That's very, very low. For example, in January, before the pandemic, we had an unemployment rate of 3.5%. And companies all over, regardless of what the industry was, they were short of workers couldn't find enough of them are bringing in legal immigrants from all over the world, particularly in the area of technology. So at any rate, this workforce that we have, it's almost equally divided between men and women. And one thing to remember, too, is that 6% is considered full employment by most economists this, we're never going to have an unemployment rate of 0%. And the reason why is that we always had people losing jobs, because of technological things happening in the workplace, because of seasonal unemployment, particularly here in the northern climes, where outside workers, people working in the trades are off two or three months because of bad weather. And during this second, during this covid, 19 crisis, it's really been interesting how the unemployment rate has gone from three and a half percent to over 15%. And now back to 8%. So with all of that said, let's go into the next slide. How are how and why are workers let go? Now, the thing to remember is that the process is the same for all workers entry level through CEO. Nobody has a mean when it companies is that decides it's going to downsize or have a reorganization. Or if the company is sold or goes into bankruptcy, it makes no difference who you are. race, gender, age, ethnicity, religion, length of time of the job, it makes no difference you're going to go. And this event is not one that you can predict. It's going to it can happen at any time at any day, give you a personal example. Before going into recruiting. I was working for a company called educational technology consultants. It was a great company with beautiful offices located two blocks from the White House in Washington, the CEO was a former representative from the state of California named Tony Coelho. And we had about 200 employees and growing and everybody thought this company is going to make acquisitions, it'll go public, and we're all going to be rich, and the stock that we're going to get, but it didn't happen that way. One Monday, the word went out that the CEO wanted to have an all employee conference call on Wednesday, at three o'clock, all called in at Wednesday at three o'clock. And he said, Gee, I had an offer for the company that I couldn't refuse. And it's an asset acquisition, which means the company is acquiring only the company products that are stable. And he said, Well, thank you very much. That's it. So wherever let go over the phone, can you imagine that and we had no idea it was coming. So I think what you have to do is just be prepared at any time and keep your resume updated. Keep your ear to the ground for insider information about what your company is what's happening in your company at the executive ranks.



09:21

So being let go during a unique event, like a pandemic has really some unexpected ramifications, like a totally remote job search, a lot of zoom Skype interviews. So that's something that you have to really prepare for. But just remember all the time is that no job is forever, you have to always remain vigilant because once more our stats from the bureau of labor statistics tell us that workers on average, will have three different careers during their working heroes. And that's a lot in fact, some people say it's six. The numbers disputable, but if you have a job today, it's not like it wasn't your grandfather's generation, that you work for a company for 40 years and you get a gold watch and a retirement dinner. That's history. So what are some of these ramifications of being let go. It's not just a matter of leaving the premises and going and shooting out a couple of resumes and getting another job, a lot of things happen in between. But one of the one of the most serious things is that you have a loss of your professional title and affiliation. And in our culture, we have a tendency to define who we are, by our job title. And by our company affiliation, for example, it sounds pretty neat. If you can say, Yeah, I am the marketing manager for the central region of Apple Computer. Boy, that's pretty neat. But what happens when you get laid off, you're just playing John and Mary. And sometimes that's a difficult thing to work through. Other things that might happen when you're let go, is that your reputation might be challenged. Somebody say, well, gee, Mary, yes, we knew she was going, she came in late to work at the time, or, here's Joe, we know he had some arguments with the boss. So you have to make sure that that kind of reputation is not spreading throughout the workplace. And the best way to find out if it is to go back to some of your co workers at your previous company, and find out if your reputation is being researched. And if it is to try to put a stop to it. Another ramification of being local, a very serious one is that income and benefits cease. And there could be many times there are money problems, which we always advise that you should always have between six months and a year of monthly salary on hand, because you never know what's going to happen. Other things that might affect your personal status when it after you're let go, and you're working from home, or family matters, you know, like who's going to take care of the children, if you have elderly parents, so one or both of whom might be living at home, there might be a divorce and process. All of these cause very serious problems, which could result in a lot of pessimism, even depression, and even entering into a grieving state. So let's talk a little bit about this grieving business. Because it really hits a lot of people, I've seen this happen in the business.



12:17

So all workers, it makes no difference who you are, go through some stages, maybe some or all of the grieving process, and some of these are denial cost is going to happen to me.

No, it's not going to happen to me. I'll go talk to the boss, and I'll get reinstated quickly. Anger point, why did they do this to me, you know, I had just as much experience as Bob down there, and he didn't get let go. But I did bargaining depression and acceptance. So after you go through this period of, hopefully not depression, but it could be. And once you get to the stage of acceptance, alright, this really happened. Let's move forward and find something new. So while all of this is happening, I have five band aid, so to speak, for working through the grieving process. Number one is take a break, maybe go away for a week, if you can afford going away from home, take a little break. There's some places you've always wanted to be I've always wanted to look at, study the numbers as we did before, evaluate your work life balance and see if you want to change that. For example, in your previous job, you may have had text messages at 11 o'clock at night, or, and I've seen this happen, a telephone call at seven o'clock on a Saturday evening saying, hey, Bob, tomorrow morning, we really have to have a beautiful meeting. Because there are some people coming in from out of town, it's going to affect our bottom numbers, could you come in at nine o'clock, no matter what you say, you're going to have to go into work at nine o'clock on a Saturday morning. So take a look at your workload balance, particularly personal inventory of all the good things that you have, write them down, you know, all of your family, all of your friends, all of your personal possessions. And more importantly, of all your attitude, nobody can take away your attitude and make that part of your personal inventory. And then what I think we have to do is get moving to set some objectives for what we're going to do going forward. But beforehand, we do that, I want to talk a little bit about something that we have a tendency to overlook. And it's our persona and our character. First of all, what is a persona, it sets up your public personality, your public mass, so to speak, your character is the aggregate of all the traits that define the real view. So you might want to take a look at your persona. And you might have to go back and talk to some of your co workers and say what did people really think of me? And they might say, well, gee, they thought you were a pretty nice person, but they always thought that behind the scenes, you were trying to take your boss's job. Boy, that's really a terrible persona to have. It might be it might be in line with a character maybe not that you have to improve that. So make a list of all of your character retrace and see if you can build out upon them. And don't do this just in your head, put it down in writing. So persona and character, they have to be in sync in order to move forward successfully. So now, let's go and talk about setting some of your work objectives as you're going to move forward. So I think the first thing to do is this is a good time to do some introspection, to have a meeting with yourself, so to speak, to try to define your aptitudes and your strengths and your interests. And also to learn what some of your motivators are some people at status, you know, they'd love a pat on the back. They'd love to be recognized at company meetings. If you do that's all right. Are is one of your main motivators power, you know, the, the ability to control things. And then how about money. I'm not talking about money to provide all of the basics food, shelter and clothing, but your desire to have enough

money to maybe buy a 40 foot yacht and sail it in the Caribbean, like 10 months of the year.



15:57

So then to, to find out who you are, find out whether you're a leader or follower, you know, we hear so much about leadership, leadership, leadership, leadership, and nobody ever talks about followers. And you know, you can't be you can't be a good leader if you don't have good followers. And there's absolutely nothing wrong with being a good follower. Followers really have a pretty nice, you know, leaders are always under it. They're always under pressure, you know, pipeline reports, pipeline reports, 24, seven, as a follower, you don't have to do as many pipeline reports, you give support to your boss and you're a happy camper. Now, what you have to do also is not look for just any jobs because you're really going to get frustrated. So search for industries and search for companies in those industries that are in tune with your aptitudes, strengths and interests. For example, let's look at some industries, industries technology industry. If that's your interest, take a look at companies like CRM salesforce.com, terrific company to work for. I know many people who work there, they love their CEO, Tom Benioff, another one is Apple. In the retail industry, some of the best are Costco and Home Depot, in the transportation industry, automobiles, even bicycles, airplanes, boats, whatever. Transportation, Tesla is one of the greatest it's going to grow exponentially. Ford is another one, Boeing is another one. And let's go to one that I didn't mention the insurance industry, everybody's least favorite industry because most people think boy is that boring, right? All those ingredients surance companies do is grab your premiums and for what? Well, insurances is a necessary thing that we must have in order to avoid risk to the insurance industry in America funded by none other than Benjamin Franklin. Some of the best there are Northwestern Mutual, State Farm mutual Auto emely, automobile insurance company, and also mass mutual. And some of these companies like massmutual, and Northwestern, they've been in business for over 100 years, over 100 years. They have some of the smartest people working for them. They're called actuaries. These are people who are great mathematicians who figure out all the odds to price the policies accordingly. So what is this job hunting all about? Is it just makes so many people think that job hunting is creating a dynamite resume and sending it out to as many job boards as possible. But that's really not yet. resume writing, writing a craft crafting a dynamite resume is just one step in the cycle. Other things in the job hunting process to interpret job descriptions to see if what they really tell you, if they're just pro forma kinds of things, or if they are true job descriptions. And then another thing that you must do in the process is to conduct online and personal interviews. And we're almost all interviews Now, during the pandemic are on Skype or on zoom, you have to practice to make those really interviews that are going to work to your advantage. And you know, the reason for an interview, a personal

interview, or a Skype interview or zoom interview to get you to the next step. And that's a personal interview. And even during a pandemic. If a company really wants to hire you, they're going to call you in for a personal interview. So we're all nice bales, okay, and social distance, and business dress, you know, all these things that you would do outside of the pandemic. Then another thing that you want to do in the process is build a network of successful workers. Whether it's your next door neighbor, or whether it's sex workers, colleagues from your previous job, you want to build out this network because they're intuitive. They hit have jobs now and are continuing to work. They always have



19:48

a network opportunity for you. And another business. Another thing of the job hunting process is to find hiring managers and HR directors, particularly when you're sending resumes. You don't want to Not to resume to job 47 no employment 46 employment manager, if you send the resume there might as well send it to the third drag of the planet Saturn, because you're going to get the same result, nothing. What you have to do is find out the names and the titles of the hiring managers and the HR directors. Sometimes companies try to keep us hidden. So these people are not deluged with resumes. But most people don't think of this, they'll just send their resume to job 47. Well, it's easy to find out the name of these people and what their title is and what their contact info is. And it's called the customer services department, customer services people, you know, they're like social workers, they love to help people. So if you're wondering who the hiring manager is for a sales for, let's say, Google, in the northeastern United States, call customer service and ask them for the name of the hiring manager, and his or her contact information and 99 times out of a 10, you'll get it. Now, during pre pandemic, one of the my favorite way to find employers is to attend conferences, that convention centers throughout the country, whether in Chicago, like or the Javits Center in New York, or whatever the conference center is, in Ohio, they're, they're in Cleveland, they're in Toledo, they're in Columbus, they're all over to so the best way is to go to these conference centers, or final events, allied with your interest. And you can do that by googling the conference center. And finding out what conferences are going to be coming up. Keep that in mind, because once this pandemic is over, conferences are going to come back full force. And I just threw this in, because I've seen this happen to people's detriment at conferences at these convention centers, you know, they have beautiful lunch areas, sometimes bars. And if you're having if you're having lunch with a hiring manager, or an HR director, the thing that you do not want to do is have any alcohol even until even if it's just a beer or glass of wine, and positively no sign of recreational drugs. This will get you absolutely know we're on the recreational drugs, I put this in there. Because a lot of people overlook it. The common of wisdom wrong being that well, if I have a couple of joints, who's going to know about it, nothing is going to happen. I can handle this, as well, what happens if you're

going in for a final job interview, and they offer you the job and they say you're subject to a drug screening. And you have the drug screening? What do you say? Well, Jay, last time we had a joint was about a month ago, nothing will happen. Think again, because this stays in your system for at least six weeks. So the process is the same regardless of where we are with the economic cycle. And another thing to remember is that employers do not hire resumes they hired living, breathing, walking talk human beings, who had the foresight and the wisdom and the energy and the passion to seek them out personally. So let's let's talk about something else. Now that you have some downtime to look at where you want to go. There are different places, you don't have to go back and work for another Corporation. How about starting your own business or working for someone else, or maybe purchasing a franchise, and many, much of that involves where you are in your career and what kind of money you have. But don't overlook that. The workplace is divided into industries and companies, the red we spoke about that in the previous slide. But I emphasize that because what you want to do is find the industry that you like and good companies they're in. And there's something that it astounds me, when I look at the numbers, the largest employer in the United States, local state and federal government jobs, there are over 21 million government jobs in America. And guess who the largest employer is in America, the federal government 2.5 million jobs. These jobs are not located in Washington DC, only about 15% of them have federal government jobs are located all over the country.



24:03

And some of these federal government jobs hadn't where do you find them? It's sort of a mysterious kind of thing. And the common wisdom is that you have to belong to a political party. Because if the democrats are in party, they're going to hire all democrats and everybody else is going to be fired and vice versa, viscerally Republicans. But we're not talking about political jobs. We're talking about civil service jobs, which are there, regardless of who's in power. But most workers, well, sorry, let's go back to this federal government jobs for a minute because I consider it so important. There is an expert in the country. His name is Dennis damp, da MP. And he's a Midwestern guy lives just outside of Pittsburgh, and his website, federal jobs.net. And his book, the book of US government jobs are considered two of the best resources for finding federal government jobs. In fact, the book I mentioned the book of us, government, As more than 400,000 copies have already been sold. So I know that's a lot to remember. But just remember this, maybe jot it down ganas de nn is da, da, MP, go and Google his name. And that will open the door to a lot of health that you might have a bunch of federal government jobs. But when it comes down to it, talking about corporations, you know, big employers like federal and state government, most workers, I think the latest number is about 65 70%. They're employed by

small companies, and small companies, they're just not mom and pop companies. But companies with less than 500 employees, those are defined as small companies by BLS, the Bureau of Labor Statistics button to find out what some of these other small employers are, take a walk down Main Street in your hometown, you'll find out look at all of these storefronts. Those are the kinds of companies that employ millions of people in the country. Now, the takeaway that I have from this is that successful workers are always in the state of becoming, don't think that just because you've come to a VC spot that you've arrived, because that's going to that's not going to work. When you when you stop looking, when you stop thinking, when you think that you have arrived, that's not going to work. You always want to continue searching, thinking, updating your resume always, to stay in a state of becoming, because that's how you're going to grow. So what happens now you're looking for a job for three months, maybe six months, and nothing is happening. Excuse me. So you might want to do something else. And that's look for help from career care providers. And some of them are professional career coaches and counselors that you'll find if you just Google professional career coaches and counselors in let's say, Columbus, Ohio, or Chicago, Illinois, or Boston. And you'll find a wealth of them. And you can go to their websites and find out what their costs are and what kinds of things they specialize in. And other outplacement services, another face big state based coaches and customers, these are people who might belong to your local church. It could be the pastor, the Assistant pastor, it could be somebody in the congregation who might be a counselor, or who might be a hiring manager, or who might be an HR director. So don't overlook that help from a career care provider at your church. And then the last one confiding in the job God, and this is sort of personal. Because in my career, as a recruiter, I'd say things that have no explanation, people who should have been hired for the job, but weren't people who are last on the list they were hired. So I I sort of hypothesize that there's some force working in the background. And what I've done for lack of a better term is called enforce the job guide. So if nothing else fails, go talk to the job guide. There's a whole chapter on that in the last chapter of my book, so help us everywhere, people just try to go out and find it. So with that, I thank you for participating in this webinar. And I urge you to take a look at our new book, which was just published about a month ago. It's called The Big Book of Job hunting hacks, the big book of Job hunting texts, published by Skyhorse publishing company, also available in paperback or ebook from Amazon dnn and independent bookstores as well. And you can always contact me at Weiss for jobs@aol.com. And I'm on LinkedIn too, and all the social media, Twitter, Facebook, etc, etc. So, by the way, before we before we stop, this is sort of an addendum that I have, and it's called working remotely because working remotely is so much in vogue right now. But job hunting is remote to particularly during this pandemic. And so some broad guidelines for you. You can't wait from the kitchen table, folks, don't try that you get nowhere. So establish a quiet workspace somewhere in your house in the basement or garage, a corner of your bedroom, a carnival delivery, wherever there might

happen to be some solitude



29:05

and try to set up a little office maybe mimic the office that you had when you were working a table or a small desk and maybe file cabinet to put papers because you are going to have papers, they're not going to retire yet. The place to put your computer or your desktop or your laptop, you need a spot. But more more than that, you need a plan because you can't do anything without a plan. craft an hour by hour daily work plan. Don't just keep it in your head, write it down and you'll be able to stay on the right course and write down distinct objectives. I'm going to call I'm going to write I'm going to research and then make an agenda to that's suitable for the entire family because for your spouse or your partner or the children or you might have aging parents in your house. You have to have an agenda. For an agenda that works not only for them that that works for your, your other people in the house too. And one thing to very important on number six regularly check in with your remote boss. And the reason why is that, you know, you have to maintain that agenda with your boss to make sure that you're meeting his and her objectives. So remember the same rules for working remotely, also apply to looking for a job remotely. So with that once more, thank you. And I'll open it up to questions that you might have.



30:34

Hey, john. Thank you, john. That was great information and very concise. I particularly like your idea of creating a plan because one of the most difficult parts of looking for a job is kind of going into a catatonic state where you're just simply I don't know what I need to do next. And if you have a plan that certainly begins to give you some steps to follow on a daily basis, what do you find in it as the best ways to be able to get beyond that catatonic state? And then to be able to follow that plan? How do you suggest we do that?



31:14

Yeah, a couple a couple of things that are good, good point to raise. First of all, you have to go through that grieving process, and everybody is affected by some of the points in the grieving process, you have to get to the point where you accept your fate. Now, here I am, you know, I lost my job, it's time for me to sit down and take an inventory of who I am, where I want to go next. And you're not just thinking about this, you know, you're writing it down, this is part of your plan. And you might come to the point where you're saying, gee, what are my aptitudes and interests? Say, you know, I'm really pretty good, you know, at

counseling people talking with people having a conversation to help them or help them along. You know, maybe I really belong in the teaching profession. But then you say, Well, I don't have any teaching credentials. Well, you can go online and get a minor in education very quickly, which would qualify you for a teaching position. So that's another thing that you have to do to narrow your focus to things that you really like, and industries, and companies that will fulfill some of those desires that you might have. And I think the basic rule is, plan your work, written step by step, plan your work, and then work your plan. Good idea,



32:33

good idea. You also mentioned identifying some companies that may be more fast moving, that would be hiring more people than a company that has been around for 20 years, or 30 years or 50 years. And you mentioned Tesla, as an example, I just saw an article where the governor of California indicated in the next 20 years, their goal is to just about eliminate gas gasoline powered sale of automobiles. I mean, that would be all only electric vehicles would be allowed to be sold. varizen and in the phone companies that are expanding into entertainment are areas in which one could apply for how do you how do you find the fastest moving companies and those that might be hiring?



33:29

Yeah, it's it's interesting, interesting down because, you know, technology moves at lightning speed. And once it gets a foothold, you know, things happen that you just could not imagine. And that's one of the reasons why I mentioned insurance. You know, it's one of my favorite industries, no boring, but it's gonna be there forever. Insurance. And, but you might say, well, even insurance now it's going, it's going to wave technology. Nobody sells insurance. Now, it's all done over the internet. Well, that's not true. You know, insurance is still there, particularly some areas of insurance called annuities. I know sales, people who are working in annuities, they are helping people. They absolutely love it and they make a lot of money on the on the commission from the premiums. Another area that's that's unfair, and a lot of people don't even think about it and cybersecurity. I know a young man who's moving from Washington, DC to Denver, and he was uh, he was working with a recruiter out in the Denver area. And they put him in touch with a cybersecurity company. And he went through three personal interviews and he finally didn't get it because he was a little bit too Junior. But then I said, well, gee, this is interesting. So I googled cybersecurity companies in Denver, Colorado, that I came up with eight of them. I came up with eight that are considered just dynamite places to go. So cyber To cybersecurity is another place that you might take a look. And you know, they

have jobs to offer that cut across, you know, all the different departments in the corporation, marketing sales it whatever it might happen to be one of the biggest cyber security companies and people don't even realize this because they consider it with, you know, guns and an airplane defense products. That's Raytheon. Raytheon, it's one of the biggest cyber security companies in the world, you know, great places. So if you're looking for something new, or looking for something that's up and coming, and that's going to be around for a while, just google cyber security companies in your local area.



35:38

Yeah, even the in the areas in which recreation has seen some significant increase. Bicycle industry is on fire right now the home exercise industry is on fire. So there are different areas one just has to kind of sit back and think about what seems to be real popular right now. Like you and I were talking earlier, even trying to get a webcam or a speakerphone or a light for for broadcasting and working from home is really hard right now, because the demand is so high.



36:17

It really is down. In fact, you mentioned you mentioned bikes and it's interesting. peloton, right, just a dynamite company. I think their stock is up to about \$90 a share right now. But these things cost you know to get a peloton What are you talking about? 1800 \$2,000 if you want to put some of the fancy gadgets out there, maybe over \$2,000? Well, there is a company I believe it's Amazon who's coming out with a peloton look alike, that's going to be selling for under \$400, though Amazon is the manufacturing that that if you go on Amazon and take a look at it, I'm sure we'll find out who the manufacturer is. And maybe that might be a potential employer to



36:59

Oh, boy, yeah, Amazon, as you are, are talking about that, I'm just thinking back on how they were going to bring in what 50,000 jobs into new long, Brooklyn, New York, and that kind of fell apart. But that's an organization that's absolutely on fire.



37:17

Increasing us and you know, people take a look at some of these online companies. And they say, well, gee, you know, they're not hiring anybody, because everything is done

through the internet. Well, that's nothing further from the truth. You know, take some of these big online companies off Amazon right at the top. But then again, you have Costco, US target, you have Walmart, you know, everybody's all of these big retailers. in that industry, you know, everybody's online, even though they might still have bricks and mortar. But people take a look at a company like Costco, which I think is one of the greatest places in the world. Costco now the tendency is to look at say, well, gee, I don't want to be a store. worker, I don't want to stock shelves, I don't want to do cash register, I don't want to do this or that? Well, for every person on the floor, in the company, like Costco, there were probably 50, working behind the scenes in corporate jobs. And so it's the same with any of these companies. So don't overlook them companies like, you know, the Walmarts. And the cost goes, and the targets, because they have plenty of good jobs located all over the country. And they're not just jobs working on the floor working in the warehouse.



38:28

So John, there's a lot of folks who are coming close to retirement, they might be in their mid 60s. And we're now in a pandemic environment, they're probably at the peak of their earning power. And all of a sudden, very similar to what you experienced with the firm that you had mentioned at the beginning of this hour, the rug gets pulled out from underneath them, no fault of their own, what's the first thing one needs to do? I'm 55. And I just lost my job.



39:04

Yeah, that's, that's really, really important. Because, you know, once again, the common wisdom is that once you're over 55, nobody wants you to because you're an old time or you're going to retire soon. I've been finding that it's not not that way anymore. I've placed my place people in very responsible jobs manager, director, VP, who are in the early 60s. You know, companies are coming to realize that, you know, it's not all the millennials who are running the operation. But you take a former VP of sales, who was let go for whatever reason at 55. And this person could move into a similar kind of spot with another company, and bring all of that accumulated wisdom with her and be a dynamite employee. So if you're, if you're in the 50s, late 50s, mid 50s, early 50s or early 60s, don't be discouraged by the age thing, because it's not as serious says it as it once was. And there's a big misconception about there about not being able to do anything after, after 55. But another thing for people to do in this in this age range, if you have enough money to so called retire, you might want to go ahead and do that and look for gig jobs. Because gig jobs are all over the place. Now, it's just amazing. People are finding,

you know, jobs in their area of specialty, and working for three or four different kinds of companies just doing good jobs. And talking about gig jobs, here's to something that's here's a great job. And it's in sales once it gets sometimes sales as a as a question about reputation, because people really don't understand that process. But I interesting you mentioned this done because I know somebody down in Norfolk, Virginia, he was in his mid 60s. And he was laid off from his company, he was sales manager. So what he did, he went out and became a independent sales rep. He lined up products from three or four different companies, and work just in the state of Virginia selling those products. He's making a ton of money and guess what his life is his own. He works from home. It's like having the greatest employer in the world. And you don't have to report to anyone, just yourself. So those are some ideas that these older in quotes workers might want to consider. And then to this is a good time to begin thinking about seriously about an encore career. What are you going to do when you really retire? Let's say at 65, or even 70? What are you going to do with the rest of your life, sit there and play with the grandkids take cruises go to shows that gets boring after a while. I'll tell you something about a guy I found in Minneapolis, Minnesota, his name is John Baker. He used to be a teacher. And he decided to retire this was about five years ago. I think he was 65. And he said I'm finished with this. I'm formally retiring. He had the money to do it. But he didn't want to sit around for the rest of his life. So he's now a substitute teacher in Minneapolis, St. Paul schools. He's having the time of his life. He says one day, I'm teaching third grade, the next day of teaching sophomore high school biology, the next time teaching Spanish. It's just wonderful. So are there all different kinds of options for encore careers, and this is a good time to start exploring them.



42:30

Really good ideas. Let's talk a little bit about the age situation. And I'm pulled in for an interview. I'm 55. And I suspect that there may be a question in the interviewer's mind about do I really want to bring in a dog who's 55 years old or 56 or 57? And it wouldn't be appropriate for for me to address the elephant in the room and say something about my age or try to sell why my wisdom and experience with the good for the company? And how would I do that?



43:08

Yeah. First of all the the person on the other end of the line, the hiring manager or the HR person who's interviewing you, this person has has your resume. And just a little bit of mental math on the looking at the resume. They can figure out how old you are. All they have to do is look at your graduation date from college university. And, you know, then

start adding some years and they can find out pretty quickly who you are. So it's not something to avoid. And maybe with you know, with people who said are you're interviewing with Who are your read, you don't have to worry about that. But sometimes the early millennials, you know, sometimes people in their early 30s you know people who are young, maybe to be your children, sometimes you have to address the, the the item directly with them. Because you want to get that out in the open to make sure they understand you know what you can bring to the table. You could say something like, look at bill, even though you might see from my resume that I'm 50 years old and maybe 55 years old. here's here's what I can do. I'm not interested in getting your job I'm not interested in to crawling up the corporate ladder, I've been there done that. Here's what I can do for you. I can help you become a better manager, a better director a better VP, by being a good follower. Not talking about things like that with some of these really young hiring managers might be the way to go. Trying to avoid it's going to get you nowhere because everybody can figure that out.



44:43

That's great advice. Now, we all need to be thinking about thinking out of the box you just mentioned that some of the individuals have gone from being a sales manager to a salesperson Or from being a manager to a teacher within an institution? What's the process to begin to think out of the box of the kinds of things that I could be doing that might be nourishing and interesting and intellectually stimulating, and of course, produce some revenue for me.



45:23

Right? robotically, when it comes to teaching, Dan, first of all, you have to find out, let's say, if you want to go into substitute teaching in, in Cleveland, I think what you have to do is contact the Cleveland school district, and you can do all of this online, and find out what their qualifications are to become a substitute teacher. And the need for substitute teachers now and even full time teachers is so great that the qualifications are virtually nil. You don't have to have a teaching background, you don't have to have any teaching certifications. If you have a good track record, if you interview well, chances are you have a good shot at getting that substitute teaching job. I think that if you really if you really stumped, and you need some ideas, here's one of the greatest resources in the world. It's called the Occupational Outlook Handbook, Occupational Outlook Handbook. It's published every two years by the Bureau of Labor Statistics through the US Department of Labor, it's about 1000 pages. It's available in hardcover or online. And this lists Believe me every single occupation that you can think of, it tells what background you need for it,

what the job pays, what the outlook is for those jobs going forward over the next five years, whether these are part time jobs or full time jobs. So that's that's one good place to look, the Occupational Outlook Handbook, you can pick it up at all bookstores, you can purchase it through Amazon, just Google that Occupational Outlook Handbook, and you'll be able to see the various sources where you can get it. But I think you know, let's say that, you, you want to go into some gig jobs. Now some part time things. And maybe you've always been interested in rocket science. So if you don't have a background in physics or strength, you might find going that way, a little bit, a little bit daunting. So you want to find something that's allied with your with your interests. And that will be your interests, but also your aptitudes and abilities.



47:34

Yeah, it's clear, it would be worth reaching out to you to brainstorm a little bit, obviously, you've got a great deal of knowledge of different resources and opportunities. And knowing that HR industry, you could help me or anyone in the audience begin to think out of the box, different ideas, even a career coach that one might be working with, take the time to connect with that coach and say, hey, look, I just need to be thinking about where I could take my experiences and expertise in the gig jobs. So I love your idea of the gig jobs kind of deal where you can be your own boss on your own time and still produce some revenue for the family.



48:19

You You're right down and going through some of the other career coaches might have some ideas for you. And also, by the recruiters. You know, most recruiters are very helpful people, you know, recruiters a lot of social work, social work in, in recruiters, too, they really like to help people. So and I know I've had people call me many times and say, john, you know, I'm really stumped here. I'm not sure which way to go to do you have any ideas. And I'm always happy to help people like that. So just go online, maybe contexts and local recruiters in your area, or maybe recruiters all over the country who might be allied with your some of your interests, maybe some of your aptitudes and, you know, just talk about some opportunities that might be there for you, either online or in person.



49:09

And what is your favorite LinkedIn trick? What? How do you use LinkedIn to either connect with more people or find opportunities?



49:19

Now LinkedIn, you know, there are 30, there are special interest groups in LinkedIn. So you can, you can connect with many different specialties in LinkedIn. But now LinkedIn has become so important. In fact, I got a website up and running for about 20 years. And I said, I'm going to revise this when I started writing. And then I said, Well, I'm not sure if I want to do this. Because LinkedIn is a wonderful substitute, or maybe alternative to a URL to a website. So I find a lot of information on LinkedIn. You know, I find candidates there. I find new clients on LinkedIn. I just go in and enter whatever I want in the search box. You No, it might be, it might be something like a manager's for sale in New York City, something like that. And you'll, you'll come up with a number of hits and a number of. And the nice thing about LinkedIn is that there's always a name attached to whatever you're looking for. Joe, LinkedIn, LinkedIn is a great resource.



50:22

Yeah, one of the tools that I really like to use too, is their alumni tool. So if you simply google LinkedIn alumni, you'll find your college and you have the ability to drill in, find individuals who graduated within a specific major that have a specific title that are in a geographical area that you might be interested in. And you can connect with them. It's just a really powerful tool to leverage that alumni networking tool.



50:53

Very good. Very good point. And yeah, thanks. I've done that. I've had that personal experience, too, with my connection at Paul's University. Yeah, that's really a good point.



51:04

So John, say that someone in the audience is kind of more at the end of their working career. And they're, they have been laid off, you talk about the different levels of anxiety and grief and what's the, what are the emotional situations that person's going to feel? And then what's your suggestions to kind of get out of that and, and get moving forward?



51:30

Okay, let's go. Let's take a look. Again, I'm going to go back to GM could go back to the slide. Let's say you're working through the grieving process. I'm back on that slide down. We're seeing it. Yeah, this this is. Many people don't overlook this, because sometimes, you

know, this word grieving. people associate that with people who are, you know, who, who who just don't produce just are not all with it. But you know, every person I've spoken to about after they've been fired, or laid off, goes through some part of the grieving process. I'll give you an example of this goes back about five years ago, and it was about the second week in January. And I had a call from a woman out in California. And she said, Johnny, every few minutes. Yeah, I have a few minutes. Well, Joe's somebody told me to cause me to talk about jobs. And I just like to go over some of the alternatives that might have going forward. And I said, Yeah, what were you doing? And she said, Well, I was working for Adobe, as so great company. What happened? She says, Well, I was laid off. And I noticed that she was getting very serious. And I says, Well tell me what happened. She said, Well, I was the head of the education division for Adobe for six years. And I made my numbers every year. And I was with Adobe for 14 years total. And she said, between Christmas and New Year's, the CEO called me in and said, Mary, we've decided to fold education back into corporate. And we're doing away with the education division. So look at you've done a great job for us. And I'm sorry. Your last day is December 30. is one that was devastated down, totally devastated. She had children in college, and she was making a great, great number. I think she was making about 350 \$400,000 a year. And so I can tell us He is it went on I can tell that she was in the she was in one of the states of grieving, she was going through a period of really almost depression. In fact, just picturing on the other end of the phone, I can see tears coming down her cheeks, really. So everybody goes through some some state of the grieving process. Many times people that firstly try to deny it, well, my God, this couldn't happen to me, I'm going to go and talk with somebody in the company, I'm going to talk with the HR person or the VP of this event, and make sure that this is real. Another thing that happens is that people become very angry. After they're walked out of the building. They say, well, by God, this couldn't happen to me. I've been there for years. And Joe has been there only two years, and I'm the one who gets laid off what the heck is happening. And I'm going to get a lawyer to try to straighten this out. So people go through those kinds of things in the grieving process. It happens all the time. And in order to really move on, you're going to have to get through all of those stages of the grieving process. And you're going to have to get to the point where you accept what had happened. I can't change it. Angry does getting angry does me no good. I can't go back and tell them I'm going to work up three Saturdays a month, so keep me at death doesn't work. I'm at rock bottom. So let's just accept all of this and go on with life.



55:01

So how do we share that kind of information with our kids or parents or family? I'm thinking of the movie, Dick and Jane and the individual gets laid off and doesn't really

want to report to his family that he's been laid off. And eventually, of course he does. But what's the What do we need to do to kind of make sure that we're breaking the news immediately, to friends and family? And how do we do that?



55:31

Yeah, I guess this can be a tough one. And what's more, I have to have some personal experience. And just to this point, I remembered several years ago, a regional sales manager for a big publishing company in Boston. He called me up I believe it was December 21. And he said, John, I've been laid off, I said, You've got to be kidding. Nobody gets laid off during the holidays, from Thanksgiving to New Year's. But I found out that they really do. He says, Can you believe I've been laid off? And what am I going to tell my family? Just to your point, he says, How am I going to go and tell my tell my wife and my kids look at, you know, your husband, and your dad doesn't have a job anymore? Nice? Well, first of all, don't panic, because there are other things out there. And so the way to handle this go in, and just be right upfront, and say, Hey, folks, come on, let's sit around the kitchen table here, I want to have a conversation with you. And say, look at I was laid off from my company. And it wasn't because I did anything wrong. It says the company was having a downsizing. And in order to make the numbers look good for the, for the, for the calendar year, they laid off, not only made but of 100 other employees Besides, and so look at, I'm not discouraged. There are other jobs out there, I'm a good employee, I know how this business works. After that, we're going to have a good holiday. And after January 1, I'm going to spend all of my effort looking for a new job, I'm going to be spending some time around the house. So we'll all have to work together on this. Maybe give me some quiet space, where I'll be able to do this diligently. Maybe an approach like that might work done. Terrific. Because you're just denying it, you know, isn't going to denying it is not going to help the situation, being pessimistic being angered when you get home that that's not going to help anybody you have to take an upbeat attitude on this



57:28

makes a lot of sense, John, you've shared a lot of ideas and strategies and experiences and stories about personal clients and how you've helped us we really, thank you for taking the time. As a last point, what should we be doing tomorrow to work on the ideas and suggestions you've given us today? What would you like us? What's our marching order for tomorrow?



57:52

marching order for tomorrow, is to go back and find out who you really are, and what are your interests? What are your aptitudes? What are your abilities, write them down on a sheet of paper. And then once you find out what your interests are, and that let's say that your interests are sports, and you might have some ability in sports, maybe you had played professional or college or high school sport of one kind or another. And this is something that really interests you. And you're pretty good with sports statistics. Maybe tomorrow, you might say, well, gee, there are a lot of pro sports teams, you know, basketball, baseball, football, hockey, whatever it might happen to be. And guess what these companies hire people, they have all kinds of it's like a corporation. So tomorrow, I'm going to sit down, I'm going to Google jobs available in the National Football League, our jobs available in professional baseball. That would be one thing I would do tomorrow to get started.



58:51

JOHN, great ideas. And as a final point, how do we stay in touch with you and communicate with you and invite you to speak with our organizations and folks that we know,



59:02

I'd love to do that going forward? My email address was always there, Weiss for jobs@aol.com. I'm on LinkedIn to Facebook, Twitter, so any of the social media, we could connect that way and love to come and meet with you again.



59:20

Thank you so much, john, and to our audience. Thank you for taking the time out of your busy schedule to join us your continued investment in your career will not only give you greater control over your career, but your personal happiness too. We encourage you to sub back to the career community watch on demand lectures by additional authors like john, who will share tips and strategies to help you advance your career. Thank you very much. That's a wrap. Great job. Lots of good ideas.



59:55

Well done. A very good That worked out that worked on pretty well. Thanks. Thanks for giving me some leeway on this time wise and all that that's really great. But, you know,

this, this whole business of being fired or laid off, you know, as I said, it happens on average according to some stats, you know, six times in one set working days, you're going to have to look for a job and you know, an lco