



Job search strategies for mature workers

SpotJobs Career Expo

Sue Ellson BBus MIML MAHRI CDAA ASA MPC

10:30am

Melbourne Convention and Exhibition Centre

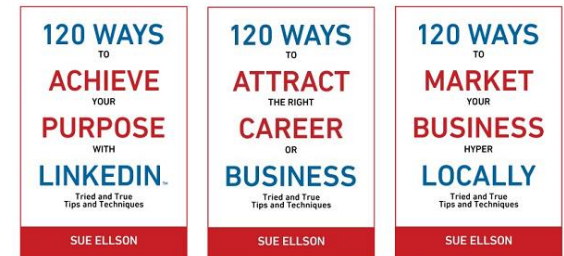
22 July 2018

<https://www.cdada.org.au/find-a-practitioner/search/?command=viewEntityContact&entityType=0&entitySerial=8293&membershipSerial=8293>

Sue Ellson BBus MIML MAHRI CDAA ASA MPC - Professional



- 1982 Started work at Westpac in Adelaide
- 1987 Started digital literacy and training
- 1994 Moved to Melbourne from Adelaide
- 1994 Consulting – careers, business, marketing, training
- 2001 First website online NewcomersNetwork.com
- 2001 Member of the Australian Institute of Management
- 2003 Joined LinkedIn now 13,900+ Connections, 1,100+ profile views last 90 days, 220+ search appearances 7 days
- 2005 Member of the Australian Human Resources Institute
- 2008 Independent LinkedIn Consultant
- 2012 Started Camberwell Network
- 2014 Teaching at the Centre for Adult Education
- 2015 Associate Member of CDAA and Member of ASA
- 2016 Teaching at General Assembly and RMIT Short Courses
- 2016 wrote and self published three books –
120 Ways to Achieve Your Purpose With LinkedIn
120 Ways To Attract The Right Career Or Business
120 Ways to Market Your Business Hyper Locally
- 2017 Teaching at Monash Training and Professional Development
- 2018 Answering questions on Quora.com – Top Writer 2018
- 2018 Member of Career Development Association of Australia



Sue Ellson - Voluntary

- 1991 – 1992 Committee Member, Westbourne Park Netball Club
- 1991 – 1992 Fundraising Committee and Assistant Treasurer South Australian United Church Netball Association
- 1991 – 1993 Photographer Mitchell Park Football Club and Morphettville Park Football Club
- 1992 – 1993 Inaugural Secretary/Treasurer & Westpac Representative Australian Institute of Bankers SA Young Banker's Committee
- 1998 – 1998 Fundraising Committee Member, Templestowe Heights Pre School
- 1999 – 1999 Committee Member University of South Australia, Administrative Management Student and Staff Course
- 2001 – 2002 Committee Member, Cultural Tourism Industry Group
- 2001 – 2002 Promotions Executive and Deputy Chair, International Business Group Australian Institute of Management
- 2001 – 2002 Promotions Officer and President Templestowe Valley Pre School
- 2003 – 2007 Committee Member Victorian Community Committee for Harmony
- 2003 – 2009 Media, Communications and Committee Member Victorian Immigrant and Refugee Women's Coalition (VIRWC)
- 2004 – 2011 Parent Helper Scouts Australia (including two Jamborees and one Cuboree)
- 2007 – 2015 Convenor, International Human Resources Network Victoria Australian Human Resources Institute (AHRI)
- 2009 – 2012 Committee Member, Friends of Music Parent Helper Camberwell High School
- 2011 – 2012 Committee Member, Friends of Music Parent Helper Blackburn High School
- 2011 – 2014 Adviser and Facilitator, Camberwell Traders Association
- 2013 – 2014 Consultant to the Media Team St Paul's Anglican Church Canterbury
- 2013 – 2016 Volunteer Foster Carer RSPCA Victoria
- 2014 – 2015 Councillor Victorian State Council Australian Human Resources Institute (AHRI)
- 2001 – now Free Presentations, Training, Events for various organisations and social enterprises Newcomers & Camberwell Networks



#1

Understand your highest values and purpose

- visualise very clearly what you are seeking
- create a framework for decision making
 - make sure it is realistic

<https://www.linkedin.com/pulse/how-choose-your-next-job-career-sue-ellson>

#2

Identify the people, processes and possibilities

- seek referrals via networking
- creatively source opportunities
- be willing to research and ask questions

<https://www.linkedin.com/pulse/can-unemployment-good-you-sue-ellson>

#3

Watch out for your limiting beliefs

- are you using anecdotal information?
 - have you made any assumptions?
- are other people influencing you negatively?

<https://www.linkedin.com/pulse/tough-love-unemployed-job-seekers-over-50-years-age-sue-ellson>

#4

Have you set a realistic time frame?

- do you need to start something now?
- have you created steps for your future?
- are you taking action? (2 hours per day, 5 days per week)

<https://www.linkedin.com/pulse/multiple-job-search-strategies-work-sue-ellson>

#5

What capital do you already have?

- social, intellectual, cultural, financial, gratitude, operating, relationship, credibility, influence
 - can you use it more effectively?

<https://www.linkedin.com/pulse/what-linkedin-why-should-you-create-good-profile-sue-ellson>

#6

Have you accepted FULL responsibility for your success?

- the best actions for your purpose and aligned with your values
- asking for independent professional help

<https://www.cdaa.org.au/find-a-practitioner>

#7

What does your online and offline profile look like?

- LinkedIn? Facebook? Everything else?
- your resume and cover letters (personalised)
 - are you digitally competent?

<https://sueellson.quora.com/The-Benefits-of-LinkedIn>

#8

How much dynamic and lifetime value do you have?

- online – are you current and active?
- offline – do you maintain and create new relationships?
 - it never stops

<https://www.linkedin.com/pulse/how-write-search-engine-optimised-article-linkedin-sue-ellson>

#9

Will you pay to play?

- education and professional development
 - professional coaching or advice
 - look after your health

<https://www.cdaa.org.au/find-a-practitioner>

#10

Are you courteous?

- smile even when you are concentrating
 - say thank you
 - always follow up

<https://www.personalgrowth.com/over-50-looking-for-work>

#11

Are you courageous?

- are you willing to say no to the wrong option?
- are you willing to go outside your comfort zone?
- are you willing to feel the fear and do it anyway?

<https://www.linkedin.com/pulse/20141113235456-77832-learning-how-to-say-no>

#12

Are you using multiple concurrent strategies?

- across multiple channels
- are you well organised and following up?
 - are you prepared for interviews?

<http://www.openforum.com.au/job-interview-skills-in-a-multicultural-marketplace>

#13

Do you understand your target audience?

- have you personalised your approach?
- do they have the information they need?
- are you ready to provide more information?

<http://www.openforum.com.au/the-power-of-oldness-maintaining-employability-after-the-age-of-50>

#14

Have you looked at value rather than price?

- increase your real, perceived, referral, clarity, reciprocity, uncertainty, pricing, human, asset and investment value
 - describe the benefits not the features

<https://www.linkedin.com/pulse/do-you-have-time-accountability-partner-sue-ellson>

#15

Narrow your net

- you need to repel the wrong opportunities
- you need to attract the right opportunities
 - make your message crystal clear

<https://successstory.com/inspiration/what-does-it-take-to-be-successful-in-life-280>

#16

Are you ready for the jobs of the future?

- digital competency not just literacy
 - new expectations
 - constantly learning

<http://www.openforum.com.au/jobs-of-the-future-the-new-world-of-work-where-people-are-paid-for-their-value-rather-than-their-time>

#17

Are you ready for the Gig Economy?

- different work modes
- different work sources
 - sharing economy

<https://medium.com/@sueellson/surviving-the-gig-economy-new-ways-to-work-edc3860cdaba>

#18

Are you a lifelong learner?

- change is constant, so keep learning
 - use automatic and personal tools
- be willing to let go of what used to work

<https://www.linkedin.com/pulse/partners-business-life-sue-ellson>

#19

Overcome your challenges and develop your brand

- it won't always be easy, so be ready
- remember your values and purpose
 - build a long term brand

<https://www.linkedin.com/pulse/share-your-story-let-world-know-name-sue-ellson>

#20

Your Network is your Net Worth

- how will you manage it? (LinkedIn?)
- how will you maintain it? (contact VIP's three times per year)
 - how will you give back to it?

<https://www.kochiesbusinessbuilders.com.au/networkinglocal>

120 WAYS

TO

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YOUR

PURPOSE

WITH

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Tips and Techniques

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Action Steps

Email sueellson@sueellson.com or
SMS +61 402 243 271 and include your

first name and email address and receive

1. These slides and recording
2. An invitation to connect to Sue Ellson on LinkedIn
3. Top 20 Tips from all three books

120 Ways To Achieve Your Purpose With LinkedIn
120 Ways To Attract The Right Career Or Business
120 Ways To Market Your Business Hyper Locally

<https://www.cdaa.org.au/find-a-practitioner/search/?command=viewEntityContact&entityType=0&entitySerial=8293&membershipSerial=8293>