



## **Ready for a Boomer Years Career Change – Ready to “Re-Career”?**

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Boomers are making changes for their second or next career – “recareering” as it is called today – in record numbers. With over 78 million baby boomers nearing retirement in the not too distant years, employers are responding and targeting boomers for jobs. AARP reports that 8 in 10 baby boomers plan to work well into their retirement years.

This trend is very true in our own Capital Region as well, with several hundred local jobs being posted on job sites that target the boomer workforce. New job sites have been created for the boomers to pursue jobs such as [www.retiredbrains.com](http://www.retiredbrains.com) or [www.retirementjobs.com](http://www.retirementjobs.com).

Many boomers take this opportunity to reinvent themselves through the process now known as re-careering. Baby boomers are pursuing their own personal interests, fleeing from downsizing companies and unstable upstarts. They are seeking gainful employment on their terms this time around and in a career where they can pursue their interests and their passion. If financially practical, some determine that volunteering is their next passion, their way of giving back.

For the most part, gone are the years when one finished their job after 25-30 or more years, received their gold watch and went home to enjoy their pension. Pensions are unusual for most of us. In addition, we are simply living longer and not content to sit on the porch rocking away.

In this article, we will review the process of re-careering and the steps you should begin taking if you are one of the 8 in 10 who will be working in their boomer retirement years.

### **If you plan on making a career change re-careering – begin planning --- now**

I was talking to a trusted advisor and experienced financial planner who works with many Boomers, Steve Bouchey ([www.bouchey.com](http://www.bouchey.com)) recently during his radio program on 810-WGY each Sunday evening at 8:00 pm and Steven was telling me and the listeners that one of the challenges he faces when working with boomers who are planning their next act or career is their lack of a financial plan. “They do not understand how much money they will need in their retirement years and this causes fear”, stated Bouchey.

One of the first steps to take in planning for your next career move is getting your finances in order, developing a budget and making the financial moves necessary so you are prepared for the coming years. Through this process, you will discover the money you need to live on – and this becomes your goal for your next career act.

### **Answer the big question – what should and can I do next**

This question is usually a showstopper for most. Recently, while having my hair cut by my good friend and stylist for years, we were talking about second careers. Michael threw his hands up and exclaimed “I have been cutting hair for 30 years – what could I possibly do next and how would I sell myself?” This is so common. In the next 10 minutes we talked about his community service and ability to raise money for good causes, which he loves to do and would thrive in when

he moves on to his second career. He saw the possibilities; it often takes an outsider to give this type of direction since we are all usually so critical of one self.

For many, the answer isn't as clear and this is where career assessments and discussions with others, including a career transition specialist who has their type of experience, can help deliver some answers and direction.

**Prepare to sell yourself – focus on your skills**

Selling yourself to an employer when you have skills and experience in totally different jobs and industries requires that you communicate transferable skills through your resume and in your interviews, many which may be just exploratory or informational interviews. In Michael's situation, he is exceptional at networking and follow-through, highly creative and can talk to anyone at any time. His resume would look nothing like the typical resumes one sees which just communicate where you worked and when, but rather, would be a transferable skills document that would command attention and sell his skills and accomplishments, not just experience in his job.

**Talk it up – tell others your plans -- network**

A recent Korn Ferry International study reported that 63% of employers report that conducting informational interviews was an increasingly effective way to find new employees with the talents they need. When you have your sights set on your next career or job target, begin to contact employers who are in the area of your interest or may have jobs similar to what you seek. You might want to pursue a career in a not-for-profit where you can dedicate yourself to their cause -- call the Executive Director and set up a meeting to talk and discuss what you want to do next.

Of course, talk to everyone you know including your family, friends, coworkers and those you meet and tell them what you are seeking to do. It is always helpful to rehearse your "pitch" -- that 20 second summary --- of your plans and goals beforehand, and use your pitch over and over again.

Above all, make the process fun and enjoyable and do what you truly love, this time around.

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Dan Moran is the Founder & President of Next-Act, a career management & transition firm located in Colonie. Next-Act helps people who are ready to plan and pursue their next career but need answers on what to do next, how to sell their skills and need direction. You can reach Dan at [dmoran@next-act.com](mailto:dmoran@next-act.com) or by phone to 518-641-8968. Dan also has his own blog -- <http://humanresourcematters.typepad.com/mattersofyourcareer/>

