



Randy's Work and You

November Version

Dear clients and colleagues,

With just two months left to go in 2010, we take a look at another jobs forecast (*The Kiplinger Letter*) for 2011. In Boomer Corner, we see that the number of workers in the over 65-age bracket is increasing dramatically. In November, NETSHARE is offering an Expert's Connection webinar on the use of LinkedIn.

Copies of all past E-zines are archived on my website. Feel free to pass this E-zine on.

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This month's topics:

1. Kiplinger's jobs forecast for 2011
2. Boomer Corner: Work after age 50? How about 100?
3. NETSHARE Events: LinkedIn For Executives - Beyond The Basics
4. Humor Department: See how you score with the job security test
5. Words that Inspire

1. Kiplinger's Jobs Forecast for 2011

Third quarter 2010 GDP growth? Slow and steady...a modest 2% annualized gain...

With more of the same ahead. We still expect a total gain of 2.8% or so for 2010 and about the same next year. Consumers are finally spending a bit more.

Look for hiring in several industries to pick up a bit as productivity gains peter out and more bodies are needed.

Likely to add to payrolls: Biotechnology, aerospace and defense, industrial machinery, restaurants, hotels, gaming, air freight, computer services, legal services, oil field production, engineering and trucking.

But employment in others will shrink further. Telecom services, autos and auto parts, newspapers, magazines, insurance, securities brokerages, chemicals and computer equipment are good bets to shed jobs, even as the economy grows.

And the jobless rate won't start a sustained downward trend 'til mid-2011.

Even though the nation's economy is on the upswing, net job creation won't reach the 130,000 a month that's needed to match growth of the labor force from immigrants and young folks just starting out.

As discouraged job seekers renew their search, the unemployment rate will remain above 9%.

2. Work after age 50? How about 100?

By Julia Moulden
Columnist
October 30, 2010

When playwright Michael Frayne was interviewed about "Copenhagen," his critically acclaimed play, he had this to say: "The last few years seem to be quite fertile. From the age of 65 it all gets better as you go along." He was 75 at the time.

Today, working through our sixties still seems unnatural and carrying on into our seventies positively outré. But soon, according to the World Health Organization, holding a job on our 100th birthday won't be unusual. John Beard, director of the WHO's department of aging and the life course, says that most people born in developed countries today can expect to live well past 100, with the onset of disabling illness delayed close to the end of life. "This means that we'll be working into our seventies, eighties, nineties, and beyond," he says.

Sound far-fetched? It's already beginning to happen. According to the RAND Corporation, 17 percent of older American men and women (ages 65 to 75) were in the workforce in 1990; today, this statistic has risen to 25 percent. A significant jump in employment among those over 75 was also seen. And RAND researchers project a sharp increase in both numbers in the next decade.

Jerry Morris is a sign of things to come. Just after World War II, British researchers noticed that people were having heart attacks in record numbers. As a scientist, he set up an extensive study to examine heart attack rates in different occupations. The first results showed a striking difference in busmen: sedentary drivers were more than twice as likely to die of a heart attack as the conductors who went up and down 500 steps a day.

Jerry had stumbled on a great truth -- exercise helps you live longer. It certainly worked for him: he exercised regularly all his life and, at 101, still made his way each day to his office at the London School of Hygiene and Medicine. And this wasn't simply putting in time: Jerry continued to lobby government to encourage people to take up regular exercise. (Sadly, Jerry passed away last year, but not before he learned that the story about him in the Financial Times of London was one of the ten most popular features of the year.)

Research for my new book, "RIPE," has unearthed all kinds of older people doing their thing, blissfully unaware that they "should" have retired long ago. German ceramicist Eva Zeisel, 104, said it best: "What do you mean 'still'? I'm working!"

Doris McCarthy is one of my favorite examples. Doris bloomed late. Though she had been making art since her youth, it wasn't until her retirement from teaching at 62 that she took up her life's work, becoming one of Canada's most renowned artists, with works in public and private collections around the world. But first she had to overcome some powerful social conditioning. "When I retired from teaching I thought that the next major event of my life would be dying," she said. "There was no imagining that the best years were still ahead of me."

When I was in my mid-forties and Doris McCarthy had just entered her ninth decade, I went to one of her openings. As the artist and I stood together in front of an oil painting of an iceberg that she had made while on a recent trip to the Arctic, I asked how long it had taken to make it. "A lifetime," she said. This summer, she celebrated her 100th birthday, and, yes, she's is "still" painting.

"RIPE" will definitely include stories of men and women who work long, long, long after the traditional retirement age, for all kinds of reasons and in all kinds of ways. What's your plan for the years after 50? And what would you like my book to include -- what would make it really useful to you, and to the people you love who really need inspiration and help? Please share by commenting below, or feel free to contact me via my website.

3. NETSHARE November Event

LinkedIn For Executives - Beyond The Basics

Guest Speaker: Jason Alba, Founder & CEO of JibberJobber.com & author of I'm On LinkedIn – Now What???

Date: Wednesday, November 17, 2010

Time: 4:00-5:30 PM Eastern, 1:00-2:30 PM Pacific

Class Description: With over 80 million signups, LinkedIn maintains its leadership as *the* most important network for executives and professionals searching for business alliances and for recruiters and companies looking for talent. Whether you are in transition and looking for your next opportunity or working as an independent consultant or managing a department/division, you *need* to understand how to optimize LinkedIn for YOU. LinkedIn has become a "must have" rather than a "nice to have" element in your marketing mix - whether it's for personal or corporate marketing.

In this presentation, we will briefly review the basics and then focus on advanced techniques using LinkedIn. These techniques can set you apart and help you optimize your time, and your marketing efforts, on LinkedIn.

In this 90-minute session you will learn:

- How to tweak our Profile to increase the odds of being found.
- How to find key contacts using multiple techniques.
- The best way to communicate with those with whom you are not connected... without paying for the upgrade.
- What to include in your communications to increase odds of getting read and increase your perceived value.
- To maximize the value of LinkedIn Groups.
- How to regularly promote "your brand" in a non-offensive way.
- How to use LinkedIn Answers to build your network and nurture individual relationships.

About the Speaker:

Jason Alba is the founder and CEO of Jibberjobber.com, a website that replaces the job search spreadsheet. As author of I'm on LinkedIn – Now What???, Jason speaks to thousands of professionals each year and helps tens of thousands in their career management. Follow Jason on Twitter: @JasonAlba.

Register now! <http://tinyurl.com/28ls28n>

4. Humor Department: The job security quiz

The job security quiz will help judge how long you'll end up at your current job and what will become of you.

1. The boss appears at your cubicle and finds you playing DOOM at your desk, you...

- A. Swear to take the game off your hard drive forever, but first make a copy for his kid.
- B. Inform him that you're planting a virus in the program so that everyone who plays it on company time will get reported to Human Resources.
- C. Tell him that whatever he wants will have to wait until you've finished the level.

2. There's a cushy job opening in the mail department, stuffing envelopes with free samples. It pays twice as much as your current position. What do you do?

- A. Meekly suggest to your boss that transferring you might improve the morale of everyone who's been working with you.
- B. Politely ask your boss for a transfer and offer to split the salary increase 50/50 with him.
- C. Barge into your boss's office and demand reassignment so that you, "Won't have to work under someone who should have retired before he became a laughingstock."

3. When your boss throws a party and invites everyone in the office except you, what do you do?

- A. Stay home and watch 'I Love Lucy' reruns.
- B. Show up at the party anyway, with a really expensive bottle of wine and a briefcase full of small, unmarked bills.

C. Go over to your boss's house after everyone has left and throw rocks at the windows, shouting obscenities.

4. Your boss criticizes your work unjustly; what do you do?

A. Listen politely, and then apologize.

B. Blame someone else.

C. Climb on top of your desk, and hold up a piece of paper on which you've written the word "union."

5. When the CEO parks his car in your spot, you...

A. Wash and wax it, then leave your business card under the windshield wiper.

B. Key it ... then tell the CEO's secretary you saw your boss near it, loitering suspiciously.

C. Key it ... then proudly tell the CEO's secretary that you did it.

5. Your boss asks you to play Kooky the Clown for his kid's fifth birthday party, what do you do?

A. Offer to pay for the costume rental and cake, too.

B. Agree to do it, then blackmail a co-worker into doing it while pretending to be you.

C. Agree to do it, then show up as yourself and tell the children that Kooky is dead.

6. The boss accuses you of not keeping the office clean; you...

A. Clean the office while he supervises.

B. Tell him that you delegated the job, then fire the underling you supposedly gave the job to.

C. Clean the office again, but this time; you use your boss' face.

Scoring this test

Mostly A's: You have nothing to worry about. They'll never fire you because you're a doormat.

Mostly B's: You're not just going to keep your job, with your complete disregard for other peoples feelings, you'll positively shoot up the ladder of success. Congratulations! You're a real jerk.

Mostly C's: You are a career kamikaze. The boss would have fired you long ago, but he's terrified of what you might do.

5. Words that Inspire:'

Our Age of Anxiety is, in great part, the result of trying to do today's jobs with yesterday's tools.

Marshall McLuhan

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