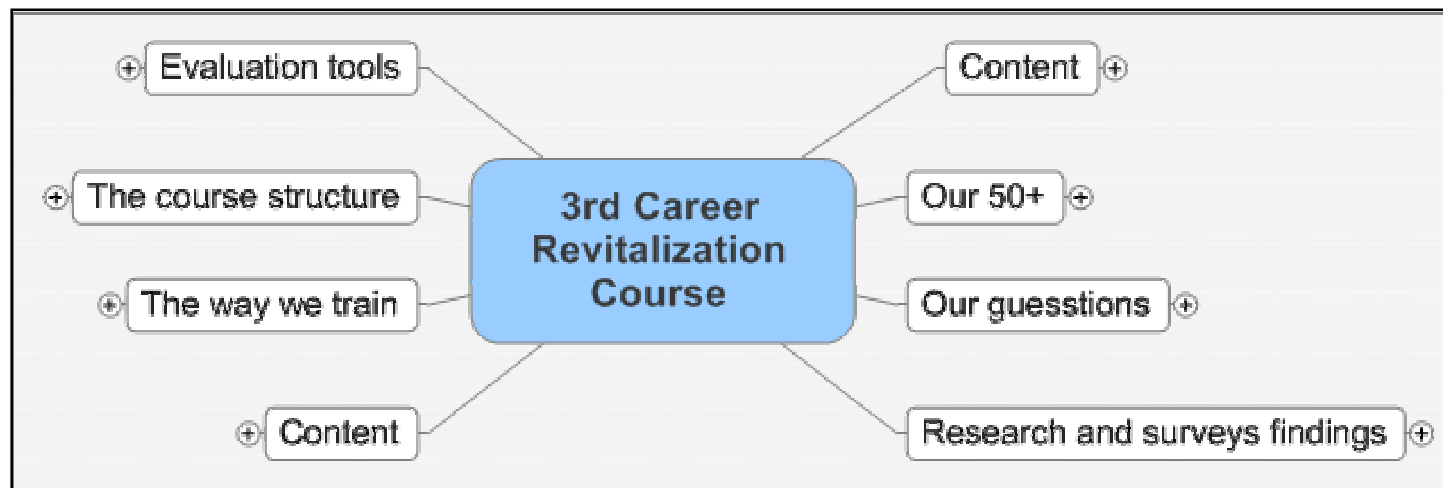


# 3rd Career Revitalization Course



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# Content

- Our 50+
- and our questions
- supported by the research and surveys findings
- lead us to the presented scheme
- with an impact on the way we train
- the module structures
- and the assessment tools



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## Our 50+

- born around WW 2nd
- Prague spring '68 when reaching 20
- families in '70s - characterised by "normalization"
- being 40 when new career opportunities arise (the Velvet revolution '89)
- being 50 when globalisation deeply touches our country
  - investments
  - marketing



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# Our guesstions

- not flexible
- do not challenge
- protective
- these are characteristics of emotionally less developed people



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# Research and surveys findings

- 50+ treated as the most endangered group
- limited opportunities for career growth



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# Content



# information and awareness



# Global world

- Fast changes
  - Short cycles of the innovation
  - Project management leads
  - Individualized and targeted marketing creates the appealing situations
  - Fast changes require fast decisions
- Competition
  - New products delivered in weeks
  - Suppliers and customers do not care about the distance
  - Working power crossing the borders
- EU a unification of Europe
  - EC priorities make changes in our lives and opportunities



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## Global world (2)

- International cooperation
  - Open the market internationally
  - New ethnics to Czech working places



# 50+ place in the world

- Extension of working age
- Inspiring examples of 50+ building a new career
- other countries give us a mirror of our recent situation
- People undertake new roles in their families
- Opportunities for further education determines the chances for a 3rd career



# Financial wisdom

- Money is important for the way you approach your job
- The offer of the financial products is specific, as well as time you can commit to be a valuable client
- financial calculators can help you with fast analysis



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# Information technologies and communication

- Information loses its value fast
- Information empowers when used in system
- Technologies can increase productivity
- Man is important in knowledge management



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# working skills and self- assessment



# Attitudes to your work

- Qualification, requalification, learning
- Intergenerational cooperation
- Intercultural cooperation
- HR - own strategy



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# Work-life balance

- Health lifestyle
- Physical condition
- Relaxation
- Active lifestyle
- Energy management
- Psychohygiene



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# Career management

- New roles
  - Knowledge manager
  - Coach
  - Trainer
  - Leader
- Career orientation
  - Vertical
  - Horizontal



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# personal growth

- Maturity
- Stress management
- Emotional growth
- Self-marketing
- Personal image



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# The way we train

- guide - leader
- trainer - specialist
- guest - strong personality



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# The course structure

- 4 modules
- emotional training supported by information and skills training



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# Evaluation tools

- Interviews
- Comparison with the research findings



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