

From: Lauren Still - Buoyant Life <lauren@buoyantlife.com>
Subject: A Changing Labor Market - May 2008 Newsletter
Date: May 15, 2008 9:02:30 AM MDT
To: lauren@buoyantlife.com
Reply-To: lauren@buoyantlife.com



You're receiving this email because of your relationship with Buoyant Life LLC. We value your time and appreciate your continued readership.

You may [unsubscribe](#) if you no longer wish to receive our emails.

May 2008

Issue: 16



Dear Lauren,

Sometimes you just need to look at what's right in front of you to know which step to take next. I am shifting the focus of my business to be in line with what my business has actually been for the past year or more. While I have not previously been known as a career coach, quite frankly that is exactly most of the work I've been doing.

- Helping clients figure out the direction they want their career to take. Do they need to change something about their current job, or look for a new one?
- Helping clients boost their career to the next level.
- Strategizing what the job you really want looks like and how to go about getting it.
- Finding tools to create more balance to be more successful at work and at home.
- "Branding" through a consistent value proposition, resume, interview talking points, and more.
- Developing a career progression plan and/or job search action plan, and providing accountability to get there.

And I love it! I love watching someone's mind open to new possibilities. I love the energy that is generated when someone finds the work or job that really excites them. I love knowing that there will be a ripple effect to that person's colleagues, family and friends when someone is aligned with the work they do.

To support what I already do in career coaching, I have added Resumes and Assessments to the services I offer. You are welcome to browse through my [Products and Services](#) page for



In This Issue

[A Changing Labor Market](#)

[Blog Log](#)

[Karma Corner](#)

[Quick Links](#)

[Coaching Question](#)

Blog Log




Recent topics on my blog include:

[A New Focus](#)

[Read on here...](#)

more information. **Also, if you or someone you know is looking for help with their resume, check out my *Special Offer* below!**

As always, I invite you to forward this newsletter to everyone you think would benefit from and/or enjoy it. 

Wishing you success, balance and freedom every day!

Warmly,
Lauren Still

A Changing Labor Market

Do you feel it? Do you feel the change around the corner? Perhaps you've even seen it or heard it already. The job market is changing. With a large, hard-working generation of Baby Boomers who have dominated the scene for decades, the business world has been used to calling the shots, but what now?

Let's consider the cold hard numbers for a moment. The first of the 77 million baby boomers were eligible for social security January 1, 2008. There are only 49 million in the Gen X group. That is easy math. A shortage of experienced talent is around the corner.

But wait... Most boomers are healthy and expected to live to a ripe old age with excellent mental facilities. They won't just retire promptly at 59 and fade into the background. Not to mention some of their 401(k)s have taken some major blows lately. But they've also put a lot of their lifetime energy into their jobs and careers and are ready to enjoy the fruits of their labor.

In (my own) paltry Gen X, much of the educated and experienced talent is a bit busy... raising kids! Gen X parents are more likely to share the responsibilities of children and finances, which means they value flexible work arrangements such as flex hours, part-time or job share, and work-from home so they can participate in their families as well as their careers.

How many of you have heard about Gen Y? This next 74-million-strong generation appears to be hard-wired differently from the previous two generations. While it may be over-simplifying things a bit, Gen Y is known for its entitlement attitude, multi-tasking abilities, technical savvy, desire to make a difference, respect for family and team attitude. They will tend to look at work as a means to an end rather than an end in itself.

Put this all together and you end up with:

- A large percentage of the workforce who will be exiting entirely, or looking to work part-time, consult or become

Karma Corner

Monthly featured business

Do you know a mom who wants to re-enter the workforce after having taken time off to raise her family? She won't want to miss this!

Mom Job Seeker Boot Camp

Wed May 21 9:30-2:30

Register by May 19
Call April: 303-917-3057

Quick Links

[Schedule a Sample Session](#)

[Upcoming Workshops](#)

[Buoyant Life Homepage](#)

Coaching Question

What is your next career move?

entrepreneurs so they can stay engaged while creating time to enjoy their later years.

- The smaller Gen X generation will be the obvious choice to fill in the widening gaps, but they will demand more flexibility in work arrangements to balance work and family.
- The upcoming Gen Yers will lack experience for 10 years or so, but their numbers will start to plug the drain again. However, these new workers will be unlikely to put up with long work hours, will want to co-parent, and will expect teamwork, community, and to be able to make a difference.

In other words, companies will be pressured from all sides to embrace a new work culture that touts flexibility and choice, or they will have a very hard time filling their open positions.

I will be exploring this topic in more detail in my Blog and future articles, including what impact this will have for those in the workplace, jobseekers, and employers.

I'm always interested in hearing your thoughts. Please [email me](#) your comments and ideas for future articles you'd like to see.

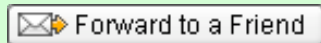
Special Offer!

I am looking for a few good resumes! (Or not-so-good ones!)

If you or someone you know is looking to update, freshen up, or rewrite your resume, **I am offering to rewrite your resume at no charge!!!** (This is a \$299-\$529 value depending on your experience level!)

The only catch: You agree to let me use the Before and After versions in my marketing materials (I will change your name, address and other details to protect your privacy, of course).

Limited to the **FIRST FIVE RESUMES** received at:
lauren@buoyantlife.com



Offer Expires: May 31, 2008

Success. Balance. Freedom.

Buoyant Life LLC
www.buoyantlife.com
303-668-1386

[Forward email](#)

✉ **SafeUnsubscribe**®

This email was sent to lauren@buoyantlife.com, by lauren@buoyantlife.com
[Update Profile/Email Address](#) | Instant removal with [SafeUnsubscribe](#)™ | [Privacy Policy](#).

Email Marketing by



Buoyant Life LLC | 2222 Eudora St. | Denver | CO | 80207