

Frequently Asked Questions about ThirdQuarter

Today people turn 50 and aim for 100. At 50 they are just entering the third quarter of life and work. And they make that third quarter count by bringing emotional maturity and a strong work ethic to re-invest in the workplace.

1. What is ThirdQuarter?

This program is a two-year pilot project to help employers find experienced ThirdQuarter employees who are 50+ and who want to delay or reverse their retirement. The meeting place is an on-line community at thirdquarter.ca where firms find the skills they need and workers can list the skills they have.

2. Why not just use a regular on-line job bank to do this?

What makes thirdquarter.ca different is that it doesn't use traditional resumes to find matches. Many ThirdQuarter people want a change from the work they've done all their life. They often want to use the skills they have to transfer to another line of work. So an accountant who has been a handyman all of his life repairing his home and cottage may like to help run a hardware store in the small community near his cottage. A typical resume does not tell the hardware store owner the hidden talents of the former accountant. But thirdquarter.ca will use a series of skill tools to help bring those talents to the surface.

3. Why do we need a program like ThirdQuarter?

Canada's population and workforce are rapidly retiring. This is a serious problem affecting the growth of Canadian firms and the future prosperity of businesses and communities, especially in rural and small communities. And yet those same 50+ people still have a lot to offer and can be great mentors in the workplace to a younger generation.

4. Where will thirdquarter.ca be offered?

This program is going to be tested in up to 16 communities across Canada, starting in Manitoba in the spring of 2010 and rolling out across the country in communities in British Columbia, Saskatchewan and the Atlantic Provinces.

5. Why rural communities?

We know rural and small communities have the greatest need and greatest opportunities. Not only do they face the same retirement boom, but they have the traditional problem of young people leaving their towns to go to bigger centres. They cannot grow or expand their businesses in that climate. So attracting or retaining ThirdQuarters makes sense to them.

6. Who created ThirdQuarter?

The Manitoba Chambers of Commerce developed this program with the funding from the Government of Canada's Office of Literacy and Essential Skills.

7. How much does this cost?

It doesn't cost the firms or the ThirdQuarter workers anything to sign up and participate. The budget for the entire two-year pilot is \$2.3 million. Funding comes from the Government of Canada's Office of Essential Skills, along with contributions by the four provincial Chambers of Commerce.

8. How many employers or employees do you hope to sign up?

As a pilot, our job right now is to test how the concept works and how it could be improved in an expanded version later.

9. Do ThirdQuarters have the right computer skills to use this service?

In fact the ThirdQuarter target audience for this program (50-65 years of age) grew up with computers and many used them for work. Our research shows ThirdQuarters are rapidly increasing their use of the internet – 70% of ThirdQuarters use the internet regularly for everything from banking to shopping to viewing news or booking travel. (PEW Institute). For those ThirdQuarters that are not as computer literate we will be working with them to help them find provincial training to upgrade their essential skills.