**Young unemployed**

Frequent problems of the target group

* **Low self-knowledge - Inability to name your own skills and qualities**
  + insufficiently confronted skills and qualities in a real context ("get the feel of") or self-image can be distorted by the experience from the school or from the first jobs
* **Inadequate skills for job search**
  + problems with the preparation of a quality CV and motivation letter, with analysis of job offers eventually inadequately used ways to find a job
* **Insufficient information on the labour market and occupations and insufficient practice**
  + stereotyped information on the labour market and occupations
  + unrealistic expectations regarding salary conditions in employment
* **The need for professional orientation**
  + due to inadequate career choices, no interest on a graduated specialisation or a insufficiency of working places in the branch

Particularities of the advisory work with the target group

* To assist in identification the strengths that has emerged in different experiences (at school, in work, in temporary jobs experience, in leisure activities).
* To lead to the elaboration of a realistic but positive self-image
* To use assessment and self-assessment tools and questionnaires
* To mentorate in preparation of CV, for example by valorising temporary jobs, short-term or volunteer experiences
* To explain the basic functioning of the labour market and the concrete situation in the region (unemployment rate, salary conditions ...)
* To support realistic picture of expectations through active contact with the labour market (interviews / inquiries with employers or experts from the targeted field)
* To assist in clarification of your own interests, values and expectations from the future employment
* To lead to identification of your own strengths
* In accordance with the interests, potential and opportunities of the labour market, to actively propose opportunities of professional orientation

**Unemployed over 50 years**

Frequent problems of the target group

* **Frustration and resignation**
  + repeated meetings with refusal from the reason of age
  + repeated feeling of unsuccess leading to a gradual resignation of returning to the employment, to an isolation and to the further reduction of their employability
* **Inability to valorise acquired knowledge and skills**
  + rich experience often associated with active extra-work life can be symbolically and also practically „interest-bearing“
* **Inadequate skills for searching the job** 
  + weak communication and presentation skills
  + the inability to "sell oneself"

Particularities of the advisory work with the target group

* To allow group meetings with the objective to exchange experiences and mutual support
* To provide emotional and practical support while maintaining motivation, listening and positively assessing professional and personal career
* To focus also on the extra-work field, which can be the means of self-realization or integration into the labour market
* To identify acquired knowledge and skills, develop the ability to express and "sell" them on the labour market
* Avoiding the feeling of misspending, uselessness of own experience, knowledge by focusing on extra-work activities.
* To promote the feeling of satisfaction and meaningful of own professional career
* To mentorate when writing a CV and motivation letter
* To provide the assistance in using information technologies for finding the job
* To develop presentation and communication skills (practice of interviews, arguments for employing older people, etc.)