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## **New skills development program encourages adults 55+ to pivot their career toward entrepreneurship**

*Skills at Work: 55+ entrepreneurship program provides mentorship, education and business resources*

**November 2, 2020 (Guelph, ON).** Adults aged 55 and older in the workforce are facing new challenges on their career paths, as businesses and organizations evaluate and pivot their business models due to the COVID-19 pandemic. Adults with long tenures in their current position may find themselves outsourced or downsized as employers reduce costs, while others struggle with a gap in technological skills or find themselves ready to start a second career.

To support this cohort of the workforce, the Business Centre Guelph-Wellington (BCGW) has launched a new skills development program for adults aged 55 and older to provide education and support to launch the next phase of their career as an entrepreneur.

“Mature adults have such valuable knowledge and leadership to offer, and the *Skills at Work: 55+* program is about helping them leverage their experience, fine tune their skills, and remain relevant in the workforce,” said Kristel Manes, Executive Director of the Business Centre Guelph-Wellington. “Alternatively, for the 55+ set, entrepreneurship can be an incredible way to pivot and relaunch the next phase of their career. These individuals may change direction completely to pursue a new career path or passion. We recognize that entrepreneurship requires a different mindset and skills, and the program provides coaching to develop these elements.”

The Skills at Work program provides two training workshops per month, coaching from a business advisor, and promotional support as individuals launch their businesses. The program is being offered at no-cost thanks to a recently received Ontario Trillium Foundation grant. The Skills at Work: 55+ program is modeled on the Over 55: Skills at Work program.

For adults interested in learning more, an information session about the Skills at Work program is being offered virtually on November 11, 2020, at 3:00 p.m.

To register and for full program eligibility details and syllabus, please visit <https://www.guelphbusiness.com/programs/skills-at-work-55/> or call (519) 826-4701



### **About Business Centre Guelph-Wellington**

Business Centre Guelph-Wellington is a not for profit organization that has been helping entrepreneurs, business owners, professionals and students achieve business success since 1999. For nearly 20 years, we have added to the wealth and the diversity of our business community, one entrepreneur at a time.

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