

How to Use Age As a Career Search Advantage!

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The information provided in this program is taken from the ***Your Next Career-Do What You've Always Wanted to Do*** released by JIST Publishing in 2009. It is based on my personal experience working individually with over 2500 over-40 workers going through the job search process including participants in my sold-out class, "How to Use Age As an Advantage in Your Career Search."

Which would be the most effective written advertisement
/sales brochure/resume summary?

Executive Summary (1)

35 successful years of directing human resources projects. Strengths include exemplary leadership and excellent interpersonal skills. Reliable, dependable and client oriented.

Or...

Executive Summary (2)

Senior Human Capital Consultant with extensive experience directing software initiatives in insurance, healthcare and biotech industries. Strengths in team leadership, technology application, and client development will contribute to dramatic income growth and client satisfaction. Recognized for

- Innovative HR technology application
- Client business development
- Project management
- Staff training and development
- Critical problem solving

List the changes in summary 2 that made it “ageless” and made it pop out.

1)

2)

3)

4)

5)

6)

7)

8)

Summing Up the “Ageless Wow! Resume

- ▶ Does my resume create a strong positive visual impact?
- ▶ Have I chosen the best format (chronological, functional, or hybrid) to present my strengths?
- ▶ Have I stated a clear objective that matches the employer’s position title separately or in the summary?
- ▶ Have I created a dynamic “ageless” summary of my experience and strengths?
- ▶ Is my resume closely matched to the job posting?
- ▶ Does my resume highlight my accomplishments and de-emphasize my age?

What Else Can You Do With Your Promotional Material to Stand Out From the Crowd?

- 1)
- 2)
- 3)
- 4)
- 5)

**What Prevents You From Having
a Wow! Ageless Resume?**



I'm not telling my age and neither
is my resume!



List the strengths that give you the edge over younger competitors.

❖ Broad network of acquired contacts for employer and self.

❖

❖


❖

❖

❖

❖

Strengths / Benefits That Mature Workers Bring to the Career Table

- ❖ Broad network of acquired contacts for employer and self
 - ❖ Widespread and transferable professional/volunteer experience
 - ❖ Extensive experience in dealing with strong and weak economies
 - ❖ Finely tuned multi-generational communication skills
 - ❖ Versatile talents and skill sets based on depth of experience
 - ❖ Self confidence to tackle new experiences based on past successes
- 

More Strengths/Benefits Mature Workers Bring to the Career Table

- ❖ Flexible, adaptable, diversity oriented, ethical
- ❖ Mentoring/nurturing ability
- ❖ Wisdom, poise and patience under pressure, transitions, conflict, & constant change
- ❖ Balanced ego with less concern for title and job perks
- ❖ Accelerated learner, in depth problem solver with immediate (ROI) return on investment
- ❖ Focused on challenge, relationships, quality and values as well as income


If We Are So Great Why Aren't We Hired More Quickly?

Mature workers generally take longer in their career search. In some cases they are making a "thoughtful" career change. But in other cases they fail to project their strengths, unconsciously reinforcing negative age related stereotypes. Or they may be rebuffed by industries or employers, that are not age friendly and may experience age discrimination.

These Are Negative Stereotypes That Some Employers Hold About Mature Workers

- ❖ Their skills and education are not up to date.
- ❖ Their energy is low and their brain is slow.
- ❖ Their next career is desired for a retirement bridge
- ❖ They may be incompatible with younger workers, clients, the boss.
- ❖ They are over-qualified in experience.
- ❖ They are over-priced in salary.

Describe How You Will Advertise Your Strengths and “Mute” Negative Stereotypes

- ❖ Skills and education not up to date
 - ❖ Low energy and slow brain
 - ❖ Job is desired for retirement bridge
 - ❖ Incompatible with youth and corporate culture
 - ❖ Overqualified in experience
 - ❖ Overpriced
- 

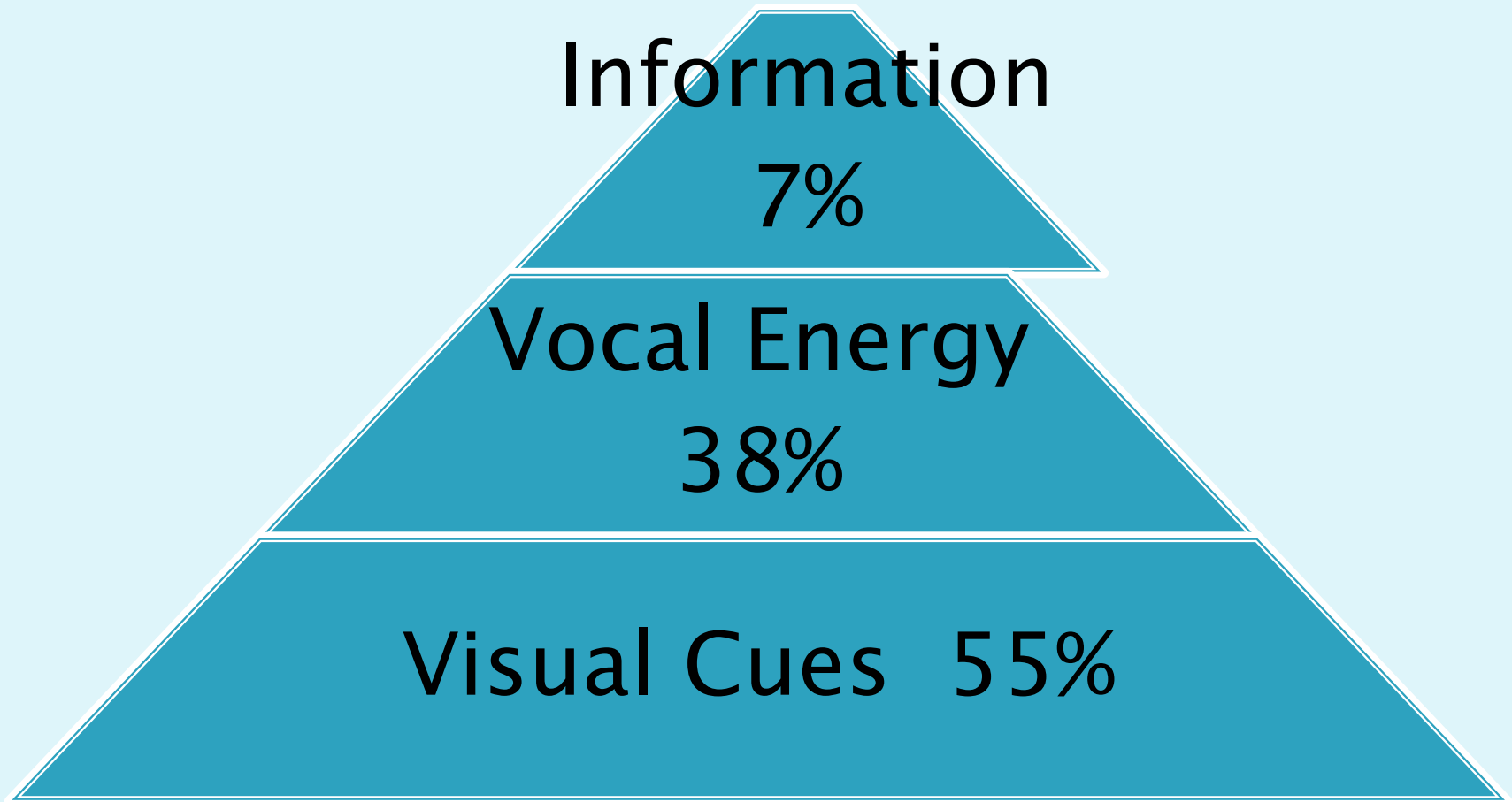
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- ❖ Overqualified in experience
- ❖ Overpriced
- ❖ **Take new courses**
- ❖ **Project physical and vocal energy**
- ❖ **Address future career plans**
- ❖ **Share multi- generational experiences**
- ❖ **Over-qualification a plus; no need to control**
- ❖ **Interested in challenge, relationships, values as well as income**

Age Is an Advantage in Your Career Search When You...

- ❖ Advertise your strengths/ benefits to the employer.
- ❖ Mute negative stereotypes associated with age.
- ❖ Refine your resume, often by eliminating earliest employment and graduation dates and projecting strengths/benefits.
- ❖ Update/ energize yourself in terms of your first impression appearance.
- ❖ Practice positive answers for age related interview questions such as over qualification questions.

The Importance of the First 60 Seconds!



“According to my career counselor I can create a more positive first impression with more colorful attire, contacts, and a new hair style with a salt and pepper look.”



Age Related Interview Questions and Positive Responses

Q: Aren't you over-qualified for this job?

A: I am challenged by this opportunity and I am proud to bring my strengths and experience (describe) to this position.

Q: What is your age, or when did you graduate from college?

A: I believe that I meet the minimum age requirements for this position.

Q: How do you handle pressure in the workplace?

A: My strengths in time and project management keep pressure to a minimum.

Age Related Interview Questions and Positive Answers

Q: Where do you expect to be 5 years from now?

A: I expect to have performed well as an account executive and be promoted to a regional account manager.

Q: What are your salary expectations?

A: I am prepared to accept the fair market value for this position which I have found to be \$65,000 to \$80,000.

What are the future employment trends?

- ▶ A 14% increase in self-employment
- ▶ A major decline in permanent employment
- ▶ A major increase in alternative staffing arrangements (contract, adjunct, seasonal, outsourcing)

Happy Endings are a reality for me because I am open to creating an “ageless resume” and polishing my first impression. And, I am open to self-employment and alternative staffing arrangements.

