



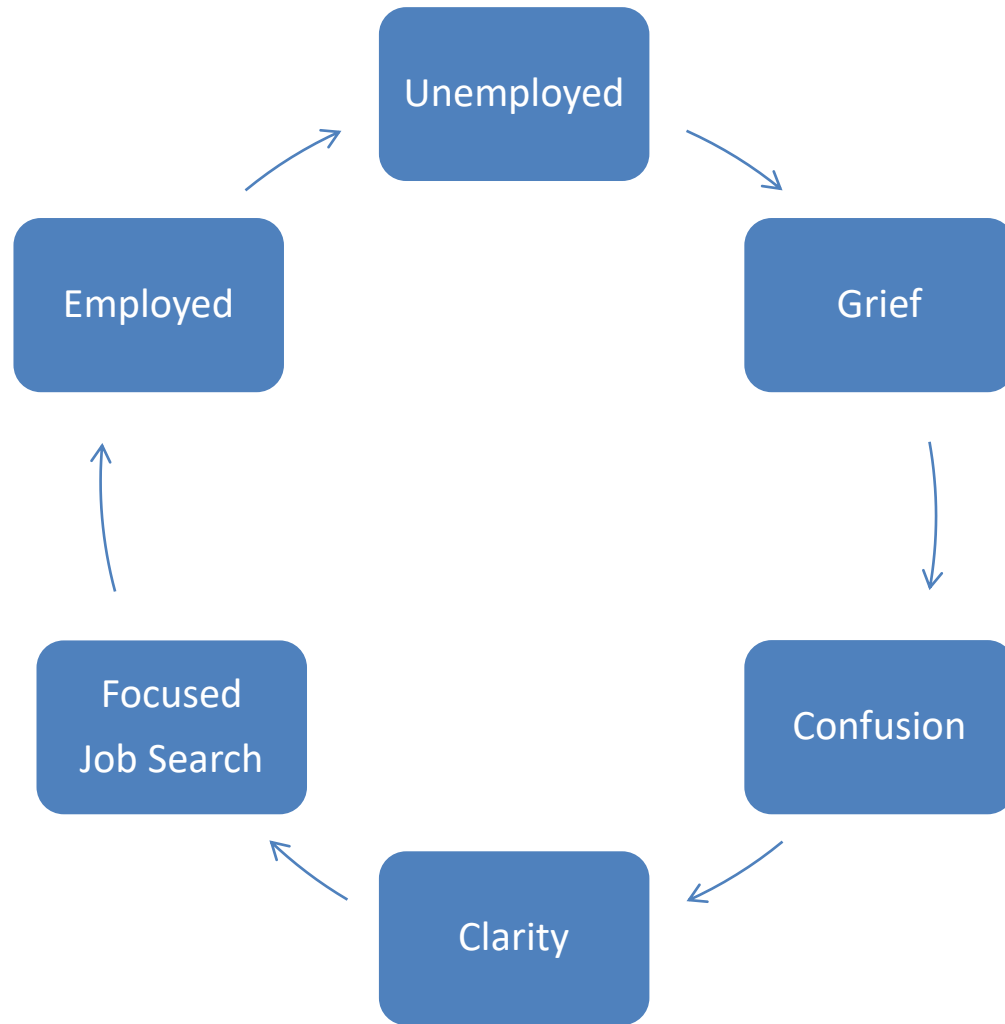
Fifty: But **NOT** Finished!

Job Search Suggestions for the Boomer Generation

Program Outline

- Employment Cycle
- Are You Finished at 50?
- Dealing with the “Over Qualified ” label
- Breaking Age Bias Barriers
- Ten Reasons to Hire Boomers
- Seven Ways to “Age Proof” Your Resume
- Ten Ways to “Age Proof” a Job Interview
- Job Search Strategies for Boomers
- Senior Management Issues

The Cycle of Employment/Unemployment



Are You Finished at 50?

- Are you too young to retire but too old to find work?
- At 40 – 60% will hire you
- At 50 – 50% will hire you
- At 60 – 20% will hire you
- Is it because of the economy, age discrimination, or an ineffective job search?

50+ Opportunity Update

- Trend is to hire “part time “ or “contract” workers
- 70 million baby boomers reached retirement age in the past ten years
- 30 million younger workers to take their place.
- Low unemployment! 3.6% locally
- Employers are becoming aware of the need to hire “older” workers

“Over Qualified?”

1. Resume spells out your qualifications
2. Easy “out” for interviewers
3. Don’t become defensive
4. Ask for clarification (specific concerns)
5. Address their concerns

Six Responses to “Over Qualified”

1. “I have managed “bad” overqualified people and I simply won’t perform that way if hired.”
2. “I have managed “good” overqualified staff. I will clearly emulate the good, if hired.”
3. “If hired, I believe it is my job to make my management team look good. If you look good, I look good.”

Six Responses to “Over Qualified”

4. “I would never take a job I wasn’t interested in or one where I felt I would not make a long-term contribution to the job.”
5. “Being “overqualified” is the exact reason you should hire me for this position.”
6. “What can I do to convince you that I am the best candidate for this job?”

Why old men don't get hired

Why old men don't get hired:



At job interview.

Human Resources Manager: What is your biggest weakness?

Old Man: Honesty

Human Resources Manager: I don't think honesty is a weakness.

Old Man: I don't give a shit what you think.

Will not fit current position.....

- Out of work – desperate for any job
- Vertically incompetent
- Too “full of myself”, too many years of experience
- Been there – done that
- Way too expensive
- Over 50% of full-time workers will end up working for less than their last job.

Age Bias Barriers

- Older means less healthy, more sick days, loss of productivity, higher health benefits cost
- Can't take supervision from younger workers
- Inflexible work style
- Technologically illiterate
- Lack of energy and stamina
- Want too much compensation

Seven Tactics for Those Over 50

1. **Let your network speak for you**
2. Focus on skills and accomplishments more than job titles
3. **Take salary off the table**
4. Reveal financial advantages of hiring you.
5. **Showcase cutting edge knowledge**
6. Demonstrate loyalty
7. **Express interest!**

The Facts!

- 55+ have the lowest unemployment rate of all ages (2.5% versus 3.6% for overall population)
- 55+ out of work for 20.5 weeks versus 16.3 weeks for those 25 to 54 (only five weeks difference!)
- 55+ are the only age group experiencing employment gains!
- Biggest gains? Professional, contract, and consulting occupations.

Ten Reasons to Hire Boomers

1. Boomers are the best team players in the workforce – that's a fact!
2. We are punctual and yet flexible when it comes to work schedules.
3. **Stability, continuity and loyalty**
4. Communicate in complete sentences (no thx...cul8tr)
5. **More experience – less need to train, short learning curve, hit the ground running!**

Ten Reasons to Hire Boomers

6. Less absenteeism
7. Great mentor for younger workers
8. Extensive network of business contacts
9. Mature negotiation skills
10. Our tattoo's are hidden, and our "rings" are on our fingers – not our faces!

Seven Ways to “Age Proof” Your Resume

- **Only list the past 10-15 years of experience**
- Don't say “Over 15 years of experience”, substitute the word “extensive experience”
- **Put earlier related work experience under “Additional Qualifications”**
- Don't list graduation dates
- **Don't include age dating pictures**
- List technology training (MS Office Suite, etc)
- **List your cell phone number on your resume**
- List your LinkedIn profile URL on your resume

Ten Ways to “Age Proof” Your Interviews

- Take a “Pre-Application” to remember details
- Dress neatly and fashionably (Lose the “Frump Factor”)
- Don’t wear perfume or cologne
- Be prepared to answer the “Tell Us About Yourself” question
- Be prepared for “You are over qualified”
- Don’t say “At my age all I’m looking for is...”
- Speak clearly – no filler words (uhh, ah’s)
- Show enthusiasm!
- Demonstrate your experience using PAR
Problem – Action - Result

Job Search Strategies

- At age 40, 40% of employers won't hire you in a full time + benefits position
- At age 50, 50% of employers won't hire you in a full time + benefits position
- At age 60, 80% of employers won't hire you in a full time + benefits position

Job Search Strategies

- If at age 40, if you targeted 10 companies, 6 would consider hiring you.
- If at age 50 (and wiser) you broadened your targeted search to 30 companies, that still leaves 6 that would consider hiring you –the same number as at age 40!

Job Search Strategies

- **Identify your skills/strengths**
- Contact companies that hire people with your skills before they post a job
- **Changing careers? Try job shadowing.**
- Offer employers a 30 day trial (or internship)
- **Consider project management or consulting**
- Volunteer to serve on industry association boards – be visible!

Job Search Strategies

Show them the benefits

- How you can solve their problems
- How they will be able to benefit from your years of experience
- For less money than a younger employee
- Using technology
- Your dedication
- Your enthusiasm
- Your leadership/mentoring capabilities

Job Search Strategies

- Expand your job search geographically to a nationwide search.
- When you find a good match, regardless of the location, – send your resume.
- When they call for an interview – offer to do the job virtually from your current location, with travel as required.
- Offer them a plan of how you will do this.

Top Five Reasons People Aren't Being Hired

1. They don't stand out from other candidates (67%)
2. They don't explain how their experience is a good fit for the open position. (64%)
3. They don't show enough interest or excitement about the position. (56%)
4. They focus on what they want rather than what the interviewer is saying. (54%)
5. They believe they can "wing it" without enough preparation. (53%)

Senior Management Issues

- Create Your Story
 - Where have you been?
 - Where are you going?
 - Why?
 - Make sure stories are consistent
- Build a Systematic Process
 - Goals, networking, measures
- Don't be invisible! Be believable!

What are they really looking for?

- Are you **qualified**?
- Will you **fit**?
- What are the **risks** of hiring you?
- Can they **afford** you?

“C” Level Interview Communications

- Goal is to make a **positive, memorable** impression.
 - Visual, audible, kinesthetic
 - Rational – Irrational test
 - Clear, organized communicator
 - Articulation of who you are and what you bring to the organization
 - Develop a “connection”
 - Do they **TRUST** you?

“C” Level Communications

- You should develop, and practice presenting short stories that demonstrate your skills in these areas.
 1. Influence
 2. Collaboration
 3. Strategic Direction
 4. Market Awareness
 5. Results Focus
 6. Change Leadership

Job Search

- **Three part strategy**

- **Job search correspondence tools**

- Cover letters, 21st century resumes, LinkedIn profile, social profile, branding

- **Job search presentation**

- The way you network
- Articulate accomplishments
- Interviewing skills
- Compensation negotiation
- Portfolio

- **Execution**

- Action plan, strategies, implementation

Think About It

- Have family? Spouse? Children?
- How you handle your job search is watched closely by those who mean the most in your life.
- You can live your job search as an example (of how to do it).
- OR
- You can live your job search as a warning (of how not to do it)
- It's your choice..... **Let's roll!**

Think You're Fifty and Finished?

BS!

That's your **B**elief **S**ystem talking!

Fifty: But **NOT** Finished!

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