



Helping mature workers manage their careers.

10 Strategies for Overcoming Age Bias in Your Job Search

Presented by

Camille Grabowski
50 Plus Career Coach

Your presenter. . .

Camille Grabowski

- Career Coach
- Resume Writer
- Recruiting Expert



**The trouble with unemployment is
that the minute you wake up in the
morning you're on the job.**

-Slappy White

is age bias real?

A FACT OF LIFE?



10 strategies for overcoming age bias

1. Age = Attitude
2. Don't mention it!
3. Update skills and technology
4. Age-neutralize resume
5. Resume – skills and accomplishments
6. Identify “age-friendly” employers
7. Network to find the jobs
8. Interview – First impressions count
9. Interview – Prepare for the tough questions
10. Post interview – follow up



Strategy #1 – attitude = age

ATTITUDE = VALUES and BELIEFS

Thoughts – affect attitude

Attitude – affects behavior

Behavior – sends signals



Strategy #2 – don't mention it!

Resist all temptation to comment on

- Your age
- The age of the interviewer
- Your children, grandchildren. . .



Strategy #3 – skills and technology

- Assess honestly
- What's in demand?
- Get training



Strategy #4 – “age-neutralize” resume...

KEY “HOT SPOTS”

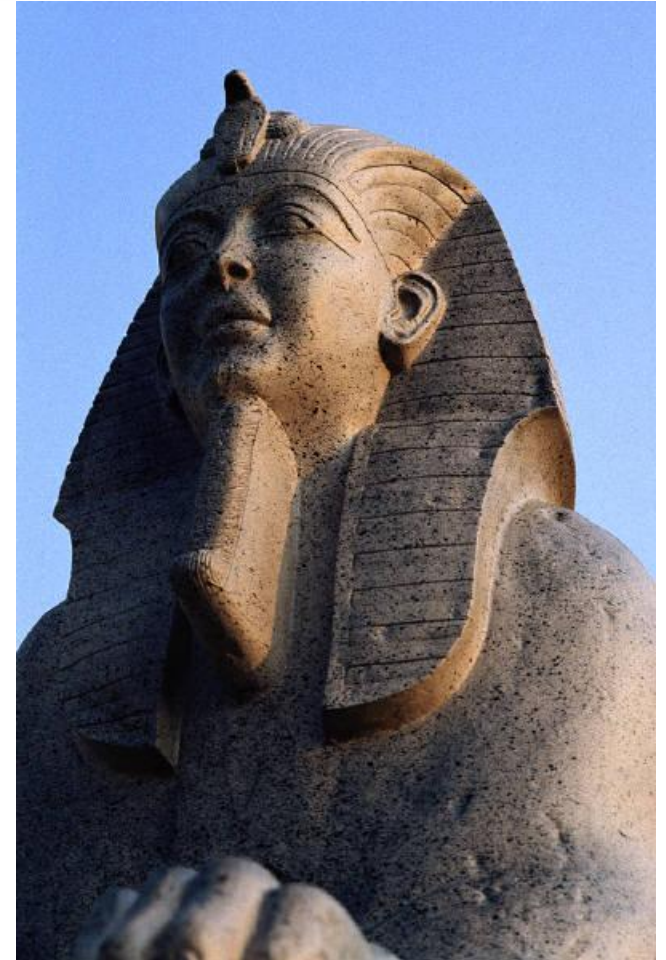
- Education
- Certifications
- Technology Skills
- Work history



#4...“age neutralize” resume...

NO ANCIENT HISTORY

- 15 – 20 years
- Relevant experience
- “Early Career”



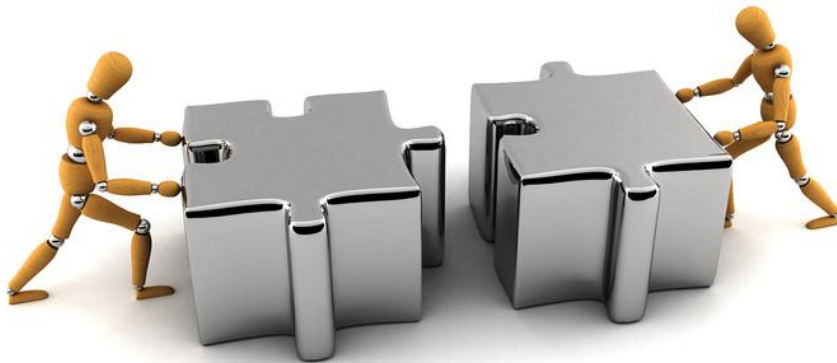
Strategy #5 – resume focus – skills and accomplishments

Employers want someone who

- Can get the job done
- Fits in with the culture
- Wants to work in this job



#5...resume focus...fit



How do you FIT?

- Key Requirements
- Your Key Skills
- T-Chart exercise
- STaRs/PSR's

#5...resume focus...T-Chart

Marketing Director

- Manage product launches

- Ability to drive cross-functional teams

- Tasked with promoting a new education tool to prospective students, developed online and offline promotion programs that resulted in sales exceeding goal by 22%.
- Reorganized department to create a matrix organization of cross-functional experts increasing output productivity and reducing time to launch by 2 weeks average.

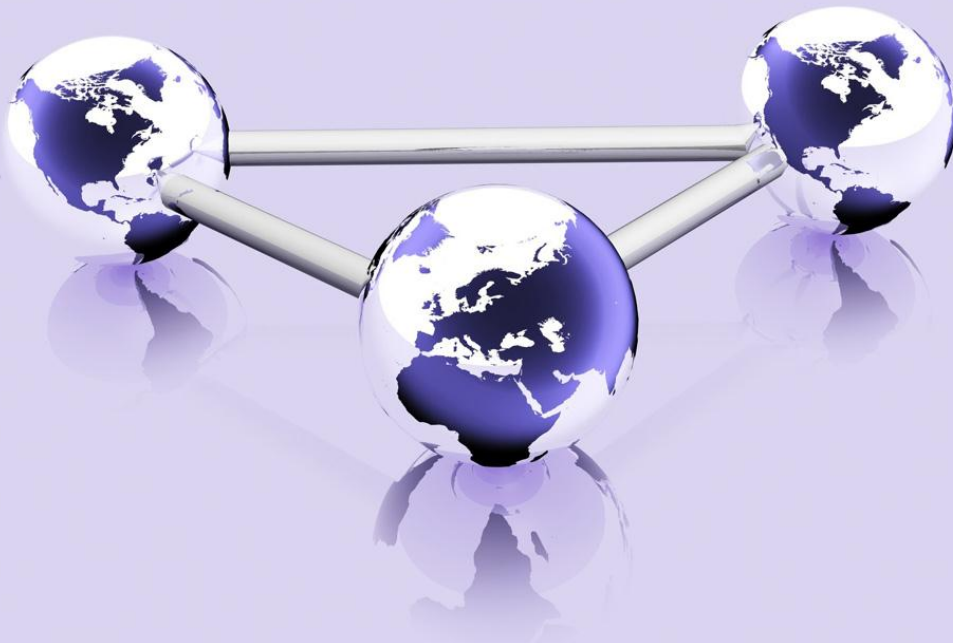
Strategy #6 – age friendly employers

WHERE DO YOU WANT TO WORK?

- Key qualities
- Top 10 companies
- AARP
 - “50 Best Companies for Age 50”
- Age-Friendly certified companies



Strategy #7 – networking



- Hidden job market
- **MOST** important job search tactic

Strategy #8 – interviewing first impressions

Start Here . . .

- Banish fear of ageism
- Display enthusiasm
- Dress appropriately



Strategy #9 – interviewing preparation

Prepare, prepare, prepare

- Make a questions list
- Skills/accomplishments
- Use “active listening”
- Be genuine
- Practice, practice, practice



Mise en place

#9...interviewing preparation

...tough questions

- ***“How old are you?” (When did you graduate?)***
- ***“Aren’t you overqualified?”***
- ***“How long do you plan to work?”***
- ***“How will you fit in with a younger workforce?”***

Strategy #10 – post interview

- **Thank you notes**
- **Email or handwritten?**
- **When**
- **What to cover**
- **Format**
- **Mail no later than day after interview**



...resources...

Career50Coach

Helping mature workers manage their careers.

www.50PlusCareerCoach.com

Career50Coach