

Job Search After 45

22 March 2021

Lee Hecht Harrison

Tips

- We will be using a variety of tools such as Participant Panel where you can 'Raise your Hand' provide a Yes/No via a green tick or a red cross and even use emoticons.
- We will also be using other Collaboration Tools such as Chat Box, Whiteboard and Polls.
- Please state your name before verbally asking or answering a question.
- ► We will be **seeking feedback** at the end of the session.



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- 1. Recognise the value of mature age workers
- 2. Discuss negative stereotypes of mature age workers

3. Tips for developing a target list of mature age employers

4. Update your resume to be more contemporary and to reflect your value

5. Explore networking strategies for mature-age workers

6. Prepare for challenging interview questions



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Older Worker Survey Information



An Older Workers Survey conducted by the Society for Human Resource Management (SHRM) found that HR professionals see many advantages to hiring older workers.

- Invaluable experience 72%
- Stronger work ethic 69%
- More reliable and stable with an ability to mentor less experienced workers 68%



Experience In The Workplace





Both workers and their managers agree that no amount of enthusiasm can replace experience in the workplace

National survey – Forbes / Kerry Hannon





What Are Some Negative Stereotypes of Mature Age Candidates?

Manager Perceptions of Older Workers





* Global Adecco survey of 501 hiring managers

Create an Age-advantage Positioning Statement

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Make sure your positioning statement addresses negative perceptions

SAMPLE POSITIONING STATEMENT I am a financial executive with over 20 years' experience and proven ability to formulate creative business solutions that achieve corporate targets. I am able to quickly assess situations and create effective strategies to facilitate business growth and profitability. Senior professional whose Success factors include effective leadership, situational analysis, optimisation of resources, innovation, and financial focus. I am motivated by active learning and a team approach to goal attainment.

Good Options for Older Candidates

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- Healthcare industry
- Retail industry
- Non-profit organisations
- Consulting firms
- Customer service
- Education: universities, community colleges, high schools, technical schools



In Australia, the Federal Government introduced JobActive to provide employers with a \$10K incentive to hire and retain workers 50 years of age or older.

How Has The World of Work Changed?



Then Now Hierarchical culture Flat organisation Rigid structure Diverse culture Homogenous Flexible workforce telework Stability (predictability) Change, Uncertainty Lifetime Employment Lifetime Employability Reward Tenure (loyalty) **Reward Performance** Company managing career Self directed career **One-time learning** Lifetime learning and development

Focus On The Future





- Acknowledge realities of the benefits and risks of hiring you from the employers' perspective
- Reframe your experience to demonstrate future value
- Update technology skills including social media and professional sites and ensure they showcase your relevance and value in today's market

Update Your Resume

- Include only your most recent work history (last 10-15 years)
- Remove words about the number of years of experience
- Eliminate irrelevant dates including University completion dates
- Use words that portray energy and enthusiasm
- Ensure the format and fonts are current



'Before' Example Summary



SUMMARY



Results-oriented Marketing Manager with over 25 years of progressively responsible experience in product delivery strategies. Masters degree in biochemistry combined with hands-on laboratory experience and technical product knowledge. Seasoned professional with outstanding communication skills.

'After' Example Summary



GLOBAL MARKETING MANAGER Product Development | Marketing | Sales



Global Marketing Manager with MBA and record of bridging communications across research and development, operations and sales. Flexible and responsive product, project, and business unit leader with experience driving business development and product delivery strategies. Developed, led and executed complex business and product initiatives resulting in increased market share, business growth and higher revenues.

'Before' Example Education and Experience



PROFESSIONAL EXPERIENCE



COMPANY, City, State 1989-2015 Project Manager, 2005-2015 Manager, 1999-2005 Project Leader, 1989-1999

EDUCATION

Bachelor of Science, Computer Science Sydney University, Sydney, Australia 1988

'After' Example Education and Experience



ADDITIONAL RELEVANT EXPERIENCE



COMPANY – Manager, Project Leader

EDUCATION

Bachelor of Science, Computer Science Sydney University, Sydney, Australia

Expanding Your Network

- Who do I want to meet?
- Industry
- Title/Level
- Function

Where might I meet them?

- Professional Associations, Conferences, Trade Shows, Conventions
- For upcoming networking opportunities:
- Prepare your Positioning Statement
- Set an intention of meeting people in your target companies



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Potential Interview Questions for Mature Age Applicants

- Do you think you are overqualified for this position?
- How would you deal with reporting to a younger manager with less experience?
- What are your salary expectations?
- How do you stay on top of technology?



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Next Steps

Keep your interactions positive and future-focused



Be prepared to alleviate employer concerns about hiring someone who is of mature age



Continue to stay competitive by learning and growing professionally

Your qualities of **reliability**, **work ethic**, **interpersonal skills and experience** you demonstrate are all tremendous assets to your next employer!



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LHH Webinars



BRANDING

- Active Placement (Part 1) -Branding
- Personal Branding
- Resume Essentials
- LinkedIn for Job Search
- Developing Your Marketing Plan





- Interviewing Skills
- Effective Networking (Australia)
- Job Search Sites and Social Media (Australia)



- Active Placement (Part 2) Connect
- Cultivating & Negotiating Offers
- First 90 Days in Your Next Role

Additional Webinar Series

•What's Next (Retirement)

Thank you



Thank youThank you for joining me today.I wish you great success with your job search!

Attendance	 If you joined the webinar late, or are 'audio only', please notify the presenter before you logoff. 	

Webinar Evaluation	 You will receive a brief survey via email after the webinar. We value your feedback!
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Time to Wrap Up



Your Opinion Please

Please complete feedback form we appreciate your feedback





About us

Lee Hecht Harrison helps companies simplify the complexity associated with transforming their leadership and workforce so they can accelerate results, with less risk. We do this by helping their employees navigate change, become better leaders, develop better careers, and transition into new jobs.

As the world's leading integrated Talent Development and Transition company, we have the local expertise, global infrastructure, and industry leading technology required to simplify the complexity associated with executing critical talent and workforce initiatives, reducing brand and operational risk. Teams in more than 60 countries around the world leverage our proven programs and global experience to deliver tailored solutions to clients that align talent with the needs of their business.