

# Enhancing Older Workers' Employability

Washington Self-Insured Association  
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## Exercise



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## At the end of this presentation

You will be able to help the job seeker:

- identify and overcome stereotypes and biases held by the "hiring manager"
- to appear vibrant energetic, and technologically savvy "on paper"
- to present in person as vibrant, energetic, flexible, and technologically savvy.

Thereby enhancing employability



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**Three Primary stereotypes which influence the hiring manager against hiring mature workers:**

- 1) Unwilling to change/Set in your ways
- 2) Technophobe/Intimidated by technology
- 3) Low Energy/Slow



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Hiring a new employee is a very important decision. Even at the lowest levels, it may have far-reaching impact on the business' bottom line. Therefore, you would think that hiring is a logical rational decision. It is actually an emotional decision-

Ellen Nagourney



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**Words Trigger Pictures which bring out Emotions**

WORDS → PICTURES → EMOTIONS

“dealing with”



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## Channel the Emotions You Want

WORDS → PICTURES → EMOTIONS

“overcome”



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## Nothing exists in a vacuum

Everything ties together and intertwines when developing an objective, 30-second commercial, skills, stories

It all comes down to VALUE  
Keep your brand consistent

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## Busting the Stereotypes

- Don't address age directly
- Demonstrate by example in your 30-second commercial, cover letter, resume, stories
- Show you are a “Change Agent”, embrace technology, and have high energy

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**Busting the Stereotypes**

Resume and Cover Letter

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**At the Movies**

- How a 30-Second Commercial is like a Movie Trailer

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**Multi-Purpose OBJECTIVE**

Strongly worded with a value proposition which can serve as:

- Resume Objective
- 30-Second Commercial
- Attention paragraph of the Cover Letter
- Basis for Stories

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## Keys to a powerful OBJECTIVE

- It all comes down to VALUE
- It's not what you can do for me, it's what I can do for you

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## Exercise-OBJECTIVE

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## Keys to powerful SKILLS

- Use qualitative and quantitative examples to develop punch
- Use bullet points and sub-headings
- Most pertinent to the job top down
- Develop stories to exemplify your skills

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## Exercise-SKILLS

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## Busting the Stereotypes

INTERVIEW

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## Busting the Stereotypes

- Use Behavioral Interviewing Techniques
  - Examples of past experience to exemplify future behavior
  - Show how capably you “handled” a situation in the past
  - The hiring manager can visualize your adding value to the job in the future

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## S/TAR Story Telling

- S/T Story-What were you facing? (similar to the job)
- A Actions-Allow the person to visualize (invoke emotions)
- R Results-Focus on quality of your skills (skills should be current, complex, draw parallels from your research)

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## Busting the Stereotypes

Show Your Passion

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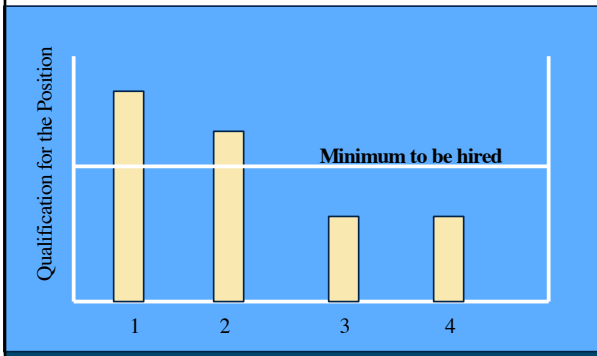
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## Summary of Candidates Qualifications



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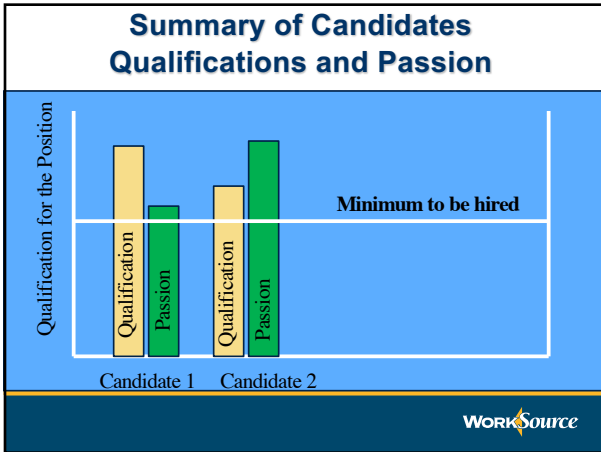
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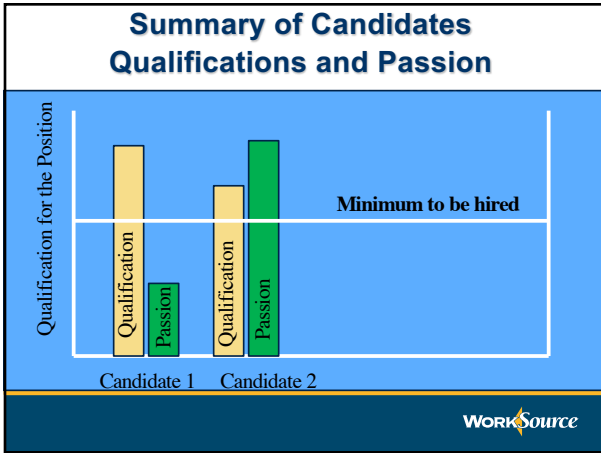
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### Interview Techniques

- Do your research, then do some more
- Know your own story
- Don't leave it to the hiring manager to fill in the blanks

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## Exercise INTERVIEWING

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## Do's

- Wear glasses/contacts if needed
- Be a chameleon when dressing
- Include dates on your resume
- Use a modified functional resume
- Conduct thorough research about the company prior to applying

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## Classic and Understated



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## Do's continued

- Be prepared with examples of how you will add value to the job. It's only valuable if it's valuable to the hiring manager
- Be prepared with stories and examples which paint a picture of your value, enthusiasm, vitality, energy, flexibility, and relevancy

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## Don'ts

- Make age references in your e-mail/twitter address/voicemail
- Wear perfume/cologne/aftershave which may remind others of their parents/grandparents
- Use a chronological resume (even with a consistent work history)

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## Don't Stand Out



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**Don'ts continued**

- Leave things up to the hiring manager's imagination
- Include things on your resume which go against your brand
- Address your age directly

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**Positive Stereotypes**

- Dedicated
- Punctual
- Honest
- Detail-Oriented/Focused/Attentive
- Good Listeners/Easier to Train
- Job Pride

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**Positive Stereotypes Continued**

- Loyal
- Good Work Ethic
- Maturity
- Strong Networks
- Communication Skills
- Reduced Labor Costs
- Etc....

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## Exercise

Beach Ball Exercise



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## Let's look at your lists

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## You can't put lipstick on a pig



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- Rethink the job goal
- Scale down the job goal
- Obtain new skills

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## Summary

- identify and overcome stereotypes and biases held by the “hiring manager”
- help the job seeker to appear vibrant energetic, and technologically savvy “on paper”
- assist the job seeker to present in person as vibrant, energetic, flexible, and technologically savvy.

Thereby enhancing employability

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“Fifty is the perfect age, You still have the energy of your youth, but you have so much experience.”-Patricia Hochkins

Hiring workers who've passed the half-century mark shouldn't be seen as an act of pity; it should be seen as a strategic move that's a win-win for employers and employees alike- Maryalene LaPonsie

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## Additional Resources

- Job Hunting Mistakes (AARP) <https://www.aarp.org/work/job-hunting/info-07-2013/avoid-these-job-hunting-mistakes.html>
- 12 Benefits of Hiring Older Workers (Entrepreneur) <https://www.entrepreneur.com/article/167500>
- 5 Good reasons to Hire Older Workers (AmEx) <https://www.americanexpress.com/us/small-business/openforum/articles/5-good-reasons-to-hire-older-workers/>
- 5 Reasons Employers Should Hire Workers Over 50 (US News) <https://money.usnews.com/money/retirement/articles/2015/09/18/5-reasons-employers-should-hire-more-workers-over-age-50>
- [Getting the Job You Want After 50 For Dummies](#), Kerry Hannon



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## Additional Resources

- [www.sssc.org](http://www.sssc.org) 
- [www.seniors4hire.org](http://www.seniors4hire.org) 
- [www.retiredbrains.com](http://www.retiredbrains.com) 
- [www.encore.org](http://www.encore.org) 



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You've got to accentuate the positive, Eliminate the negative, Latch on to the affirmative, Don't mess with Mister In-Between

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