

Getting the Job You Want When You're Over 50



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*There are costs
and risks to a
program of
action, but they
are far less
than the long
range risks and
costs of
comfortable
inaction.”*

John F. Kennedy

Jack Welch's Six Rules

1. *Control your destiny, or someone else will.*
2. *Face reality as it is, not as it was or as you wish it were*
3. *Be candid with everyone*
4. *Don't manage, lead*
5. *Change before you have to*
6. *If you don't have a competitive advantage, don't compete.*

Hitting the Marketplace

- Know yourself and what you're selling
- Identify your support team
- Understand the market: who's up, who's down, who's going nowhere
- Create dynamite market presence
- Know who has the power
- Avoid the crocodiles and flaming pits
- Tell success stories



***“Even a paranoid can
have enemies.”***

Henry Kissinger

Review your career



- ▶ What are common threads in your successes?
- ▶ When were you the most proud?
- ▶ When are you most energized, creative, productive?
- ▶ What are the circumstances, culture, profiles of the organization and the people?
- ▶ What are the challenges that grab your attention?

Marketing 101

- ▶ What are you selling?
- ▶ What is unique about you?
- ▶ What is your added value?
- ▶ What are your product/service guarantees?
- ▶ What is your market niche?
- ▶ Who is your ideal customer?
- ▶ How will you reach your customer?
- ▶ What resources do you need?



What is your brand image?

- ▶ Implied promise
- ▶ Clear and consistent
- ▶ Differentiates you
- ▶ Reflects personal mission and values
- ▶ Identifies product or service
- ▶ Drives choices and decisions
- ▶ Elicits a positive emotion



“A great brand taps into emotions...emotions drive most, if not all, of our decisions.”

Scott Bedbury



*We judge ourselves by our intentions;
others judge us by our actions.*



Age Advantages

- ▶ Solid experience
- ▶ Marketplace savvy
- ▶ Interpersonal skills
- ▶ Network
- ▶ Cross functional knowledge
- ▶ Crisis management
- ▶ Work ethics
- ▶ Commitment
- ▶ Reality based
- ▶ Wisdom



If you've got it, flaunt it!

Age Disadvantages

- Inflexible
- Locked in past ways
- Ingrained prejudices and biases
- Corporate mentality
- Outdated technology skills
- Too high salary
- Waiting to retire
- Ego



Improvise!

Know the Role of Marketing Materials



Resume

Cover
letter

Interview

10 Rules to Create a Powerful Resume

- ▶ Tell your story.....it's yours and yours alone
- ▶ Length is not relevant; quality is
- ▶ Make it come alive, be real
- ▶ Connect: people hire people, not data
- ▶ Use colorful adjectives, adverbs and nouns
- ▶ Showcase relationships
- ▶ Focus on outcomes, not tasks
- ▶ Numbers only count to show comparisons
- ▶ Make it easy, format matters
- ▶ Don't try to hide your age, it's your Advantage!

Cover or Connect?



Cover letters that persuade:

- ▶ Create a hook
- ▶ Goal is to increase their pleasure; decrease their pain
- ▶ Conversational tone: Connect with them
- ▶ Target their key trigger points
- ▶ Identify hidden issues and address them
- ▶ Never say the obvious
- ▶ Throw away templates
- ▶ Above all, don't be boring!

Prepare to Win!

Interview Keys:

1. Dress for Success
2. Do your research
3. Know your story (30 seconds)
4. Focus on *their* future
5. Ask purposeful questions about them and their challenges
6. Leave negotiations for later, make them want you first
7. Walk in like you own the room but be gracious above all
8. Listen
9. Converse like you are professional colleagues



Questions you'd rather avoid



- ▶ *“Aren’t you over-qualified for this job?”*
- ▶ *“Where did you go to college? When was that? Why aren’t you working in your degree field?”*
- ▶ *“Would you be comfortable working for a younger boss?”*
- ▶ *“What was your biggest failure?”*
- ▶ *“How do you get things done?”*
- ▶ *“What was your last salary?” “What are your salary expectations?”*


Activate your network

"If everyone you know is just like you, it isn't a network, it's an anthill."



Tips for networking meetings

- ▶ Set goals: Who? What?
- ▶ Create an intro that leads to permission marketing
- ▶ Eat later; as far as we know, this isn't your last meal
- ▶ Wear your name tag on the right
- ▶ Ask open ended questions
- ▶ Tell a success story
- ▶ 3 is the magic number
- ▶ Know when to move on



Some people can stay longer in an hour than others can in a week."

Charisma 101



- ▶ Act as though each person you meet is the most fascinating person you have ever met
- ▶ Shake hands like you mean it
- ▶ Walk into a room like you own it!
- ▶ Anticipate something wonderful is going to happen
- ▶ Dress with distinction
- ▶ Find a personal connection
- ▶ Really listen, really care, be there!



Create your marketing plan

- ▶ Take a strategic view of job listings
- ▶ Research what is happening in the global marketplace
- ▶ Know where private equity firms are investing
- ▶ Update your social media profiles
- ▶ Identify your advocates
- ▶ Look for work that needs doing



It's about setting goals

*Goals worth achieving;
Goals that are honest;
Goals that are rational;
Goals that are achievable;
Goals that are specific;
Goals that challenge you to grow.*

“It is a time to review and regroup, to dream new dreams and set new goals, to honor the power and freedom that come from knowing who we are. It is the time to recognize options, make choices, seek opportunities and welcome the adventure.”

The Age Advantage



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Let's Make It Happen!!



“Optimism is one of the best predictors of success. Optimists get to goals, and if one goal fades, they aim for another. Optimists break formidable tasks into discrete specific elements. Optimists see setbacks not as failure, but as challenges.”

Charles R. Snyder, New York Times