

# GET THE JOB

## Experience as an Asset

Age discrimination remains a pervasive issue, affecting older job seekers who find themselves facing unfair stereotypes and biases.

With strategic approaches, however, older professionals can navigate the job application process effectively and position their experience as a valuable asset.

More than 1 in 4 Americans in the workplace are aged 55 or older, yet there is ample evidence they are facing an increasingly difficult time finding work. According to an AARP analysis of BLS data and surveys they have taken in 2023, workers over the age of 50 are unemployed for three times as long as their younger counterparts and have to send out a larger volume of applications to get offers.

More than 40% of workers over the age of 40 say they've experienced age discrimination at work during the past three years. A Zip Recruiter survey found employers saying they search out younger talent with 47% saying they're worried about their older workers' tech skills and 25% saying they'd pick a 30-year-old over a 60-year-old if both candidates were equally qualified.

Stereotypes that older individuals may lack technological proficiency, adaptability or energy persist, despite the wealth of experience and expertise they bring to the table. Overcoming these biases requires a combination of self-awareness and proactive strategies.

### HIGHLIGHTING RELEVANT EXPERIENCE

One effective strategy is to focus on relevant experience. Tailor your resume and cover letter to highlight accomplishments and skills that directly align with

the job requirements. Emphasize specific instances where your experience has had a positive effect, showcasing your ability to contribute meaningfully to the prospective employer's goals.

Addressing concerns about adaptability and a willingness to learn is crucial. Clearly communicate any recent training, certifications or professional development activities that showcase your commitment to staying current in your field. This not only dispels stereotypes but also reinforces your dedication to ongoing personal and professional growth.

### PERSONAL BRANDING

Leverage the power of networking to expand your professional connections. Attend industry events, join relevant online forums and engage with professionals in your field. Establishing a robust online presence through platforms like LinkedIn can help showcase your expertise and demonstrate that you are an active and engaged professional.

Demonstrate your proficiency in current technologies and tools by incorporating relevant keywords in your resume and LinkedIn profile. Highlight any experience with recent software, platforms or industry trends. This not only counters assumptions about technological competence but also positions you as a candidate who can contribute to innovation.

### RESUME FORMATTING

Crafting a resume that is age-neutral



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can help shift the focus away from your timeline. Exclude unnecessary details such as graduation dates or experiences from several decades ago. Instead, emphasize recent and relevant achievements. A well-organized and visually appealing resume will draw attention to your skills and accomplishments rather than your age.

Highlight your soft skills. Communication, leadership and problem-solving abilities are timeless and valued by employers across generations. Provide concrete examples of how these skills have positively affected your previous workplaces, reinforcing the notion that experience has honed your interpersonal and leadership capabilities.

### INTERVIEWING

During interviews, address age-related concerns proactively. Communicate your enthusiasm for the role, your ability to collaborate with diverse teams and your track record of achieving results. Emphasize how your experience brings a unique perspective and depth of knowledge that can benefit the organization.

Research and target organizations that prioritize diversity and inclusion. Some employers actively seek experienced professionals, recognizing the value they bring to the workplace. Look for companies with age-inclusive policies and cultures that appreciate the benefits of a multigenerational workforce.