

# *Over 40 and Hired!*

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# Agenda

- I. Resources: Workbook
- II. Current Employer Environment
- III. Managing Ageism: Internal/External
- IV. Smart Career Management
- V. LinkedIn
- VI. Keeping Skills Current

# Finding work during COVID-19

- Requires savvy, a strong resume and LinkedIn profile.
- Requires adjusting your expectations and seeking industries and employers that will benefit from your life experience and skills.
- Network virtually – this is a great time!
- Prepare to interview & network via Skype, Zoom, etc.
- Demonstrate you are tech savvy.

# Overcoming Obstacles: Social Constructs & Self Talk

***What are some age stereotypes?***



# Negative Age Stereotypes

- Low Energy
- Inflexible/Feel Superior to Younger Peers
- Used to hierarchy/support; not self-sufficient or fast-learners
- Resistant to change
- Not Up on Trends/Tech Challenged
- Overqualified/Overpriced
- Biding Time 'til Retirement
- No Longer Passionate About Their Careers

# Positive Age Attributes

- Reasoning and Planning Skills
- “Stick-to-it”-tiveness
- Strong Interpersonal and Relationship Skills
- Achievements (Awards)
- Maturity and Professionalism
- Leadership Ability
- Accountable



# Stereotypes

<b>“Younger Workers”</b>	<b>“Older Workers”</b>
Physically Able, Healthy	Experienced (Life and Work)
Easier to Supervise	Reliable
Flexible	Punctual
Lower Salary Expectations	Loyal
Technology and Social Networking	Mature
Savvy	Stable
Creative	Have Industry Experience
Energetic	Work Ethic
Take Initiative	High Motivation to Work (\$\$\$, Socialization)
Endure Long Hours	

# Smart Career Management

- Inventory Your Skills, Knowledge, Strengths
- Research Feasible Opportunities
- Develop Your Compelling Case
- Use Networking to Make Connections

***DISCOVERY → PLANNING → ACTION***





# What Key Skills are Employers Seeking?

1. Work in a team structure
2. Verbally communicate with others
3. Make decisions and solve problems
4. Judgement under pressure
5. Obtain and process information
6. Plan, organize and prioritize work
7. Analyze quantitative data
8. Technical knowledge related to the job
9. Proficiency with computer software programs
10. Create and/or edit written reports
11. Sell or influence others



# Value Statement

## How I Serve

Background and How I Add Value (to/for whom)

I can help organizations build the right systems and obtain needed resources to support their mission and activities.

## Relevant Experience

2-3 Things that Make Me a Good Fit

My experience is corporate finance for Fortune 1000 companies. I've volunteered with nonprofits in finance and currently serve as the treasurer for the Mission Giving committee of my church. I am active in IL CPA Society.

## Work Pursuing

My Career Focus

I am looking for a senior finance position at an established nonprofit that serves the homeless.

## Identifying Additional Connections

“The Ask”

I am actively working to learn more about and network into organizations like Chicago Food Depository, Open Hand Chicago and others. Can you suggest someone who'd offer good advice who might also be well connected?

# Networking

***Getting your message out about who you are and what you offer determines your success in job search.***



# Networking

- Establish relationships with those who can refer/hire you.
- Use Informational Interviews to determine if a new career path makes sense for you.
- Follow up: Send a thank you email, handwritten note, article or LinkedIn invitation.



# Job Search: Virtual Networking

***The Most Powerful Online Social Media Tool***



# *Job Search Tool:* **Linked**

## **Getting Started:**

- Good Image
- Strong Headline
- Enhanced Summary
- Update with Relevant Experience (Skills & Expertise)
- Recommendations (strong references)



Internal data from LinkedIn has shown that profiles without a picture get fewer views and less interaction — so dress professionally, smile, and look energetic.

# Asking For a Referral



**Referral introductions** are at the core of building relationships, but.... you don't want to put your contact in an awkward position.

## **You need to:**

Understand the strength of the relationship.

Write the introduction yourself.

Make it easy for the mutual connection to say "Yes".





## Actions:

- Get the word out. Tell your network that you're looking for a new position.
- Get LinkedIn recommendations from your colleagues.
- Find out where people with your backgrounds are working.
- Build your network before you need it.

# Keep Your SKILLS Up to Date

- Use of current technology (all Microsoft Office programs) Well-versed in all online meeting platforms (Zoom, MS Teams, Skype, Google Meet, GoToMeeting, Google Hangouts, Adobe Connect, WebEx, etc.)
- Virtual office storage platforms (Box, Dropbox, Google Drive, OneDrive, MEGA, etc.)
- Earn a certification in your field or finish your degree – value to employer
- Study your industry research and trends – be an SME
- Attend lunch-and-learns, seminars, conferences, and trade shows, even if you do it on your own time

# Online Professional Development

*Online learning tools taught by industry experts and professors – some are FREE*

- Udemy - 130,000+ courses and seminars
- Coursera – through colleges; can earn certifications/certificates – 4,500+ courses and seminars
- LinkedIn Learning - 16,000+ courses and seminars
- Edx (Microsoft, mostly tech) – can earn degrees or just take a course
- Skillshare – 29,000+ courses and seminars
- Treehouse (Tech) – hundreds of courses and seminars MOOCs (massive open online courses) are virtual classes available to anyone with an internet connection; they're often free and usually feature pre-recorded, self-paced video lectures

# Interviewing: Handling Inappropriate Questions

- **How old are you?** Age is just a number! Let me tell you how I'm a great fit for this role.
- **When did you graduate from college?** I think you're asking me if my skills and education are fresh, so let me tell you about some recent courses I have taken and my most recent certification.

# Interviewing: Overcoming Objections

- **How have you kept your skills updated?** I am an avid reader on business leadership topics and due to my certification, I am required to keep my skills fresh to maintain my credential.
- **Are you good with technology?** I know that this company uses XYZ system; I've been using XYZ at my current company for the last five years. I recently also completed several online certificate courses in QRS and TUV...

# Interviewing:

## The Elephant in the Room

- **How would you feel about reporting to a 30-year-old?** I know that diverse teams with respect to age, culture, and gender perform better, and I enjoy being part of a high-performing team. I enjoy learning from people of all ages, and they might learn from me as well
- **How long will you stay here?** I enjoy working and feel like I'm still learning and growing in this profession. I intend to stay in the workforce as long as I can because I can't imagine not being productive.



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  - ✓ *Over 250 programs each year*
  - ✓ *Over 10,000 professionals served since 1997*
- **20+ job and career coaches** - our greatest asset
- **Virtual Services online program** -
  - ✓ *Get help in the comfort of your own home*

# Let's Connect!

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