



AGEISM IN THE JOB SEARCH

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76% OF OLDER JOB APPLICANTS LIST AGEISM AS A HURDLE



AARP, 2019



**“AGE DISCRIMINATION
REMAINS A
SIGNIFICANT AND
COSTLY PROBLEM FOR
WORKERS, THEIR
FAMILIES, AND OUR
ECONOMY.”**

Equal Employment Opportunity
Commission

2018





AGENDA

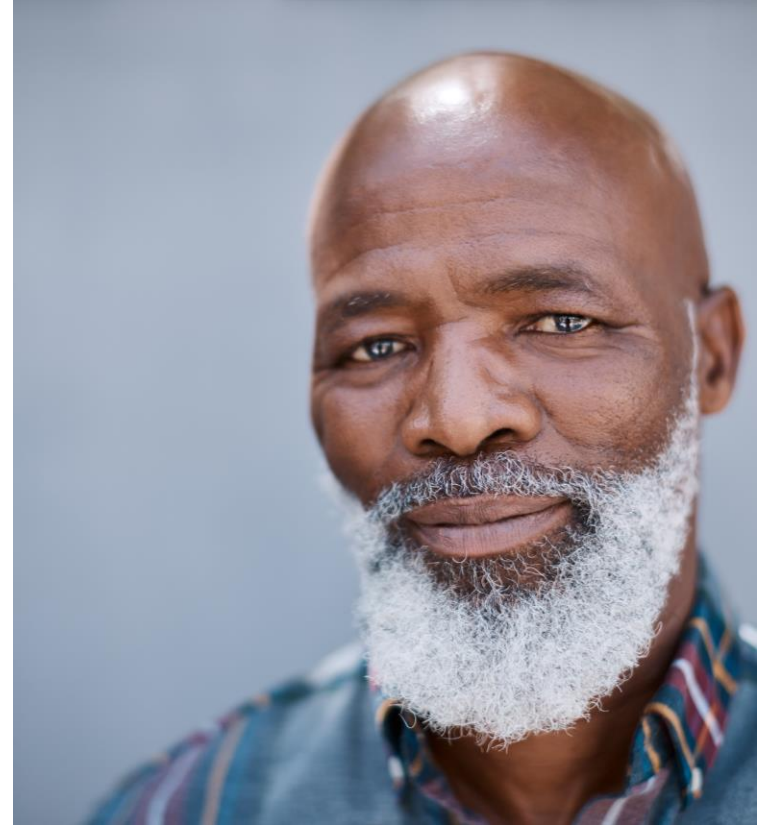
Off Ramping

Technology

Reporting

Salary

Image



WE'RE JUST WAITING TO RETIRE

*Myth #1

OFF RAMPING

“JUST WAITING TO RETIRE”

Average millennial stays 2.8 years on a job
vs. 4.6 years for workers 55+

Workers 55+ take fewer sick days

Workers 55+ show up on time

Workers 55+ demonstrate better focus,
more productivity, better problem solving

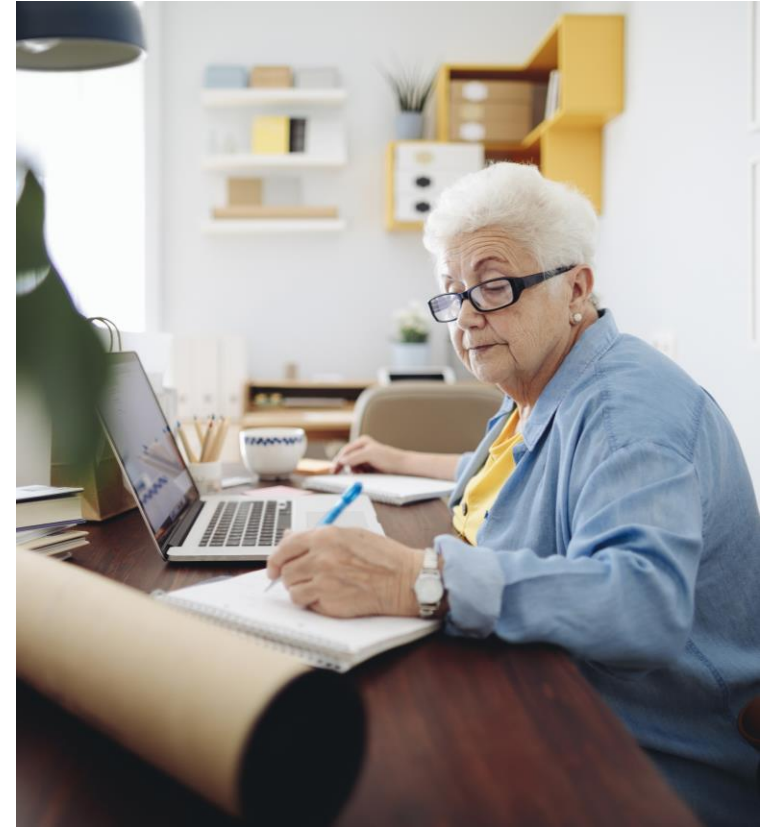
Work more safely than their younger peers

“DECREASED ENERGY LEVEL”

Don't tell them – show them:

- Volunteer time
- Classes you are taking
- New skills you are learning
- Hobbies, training, new experiences, etc.

FYI: 33% of pickleball players are over 65...



WE CAN'T USE TECHNOLOGY EFFICIENTLY

*Myth #2

TECHNOLOGY

“DIGITAL IMMIGRANTS”

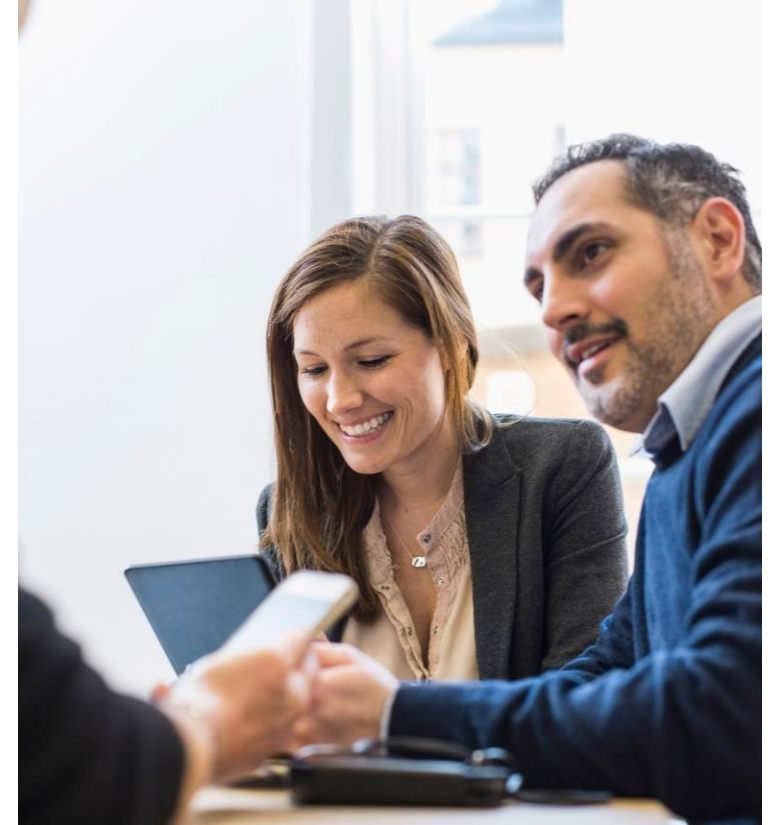
That term is 23 years old... we are on the other side of the transition

Social media vs. work-place technology

“MICROSOFT OFFICE PROFICIENT”

Make a list of all the technology changes you have experienced – highlight those that demonstrate your ability to master new technology on the job

Learn any technology applications important to the job you want...



WE WON'T REPORT TO YOUNGER PEOPLE

*Myth #3

REPORTING

“OVERQUALIFIED”

Define what you are seeking now at this point in your career
– “This is not a stepping stone...”

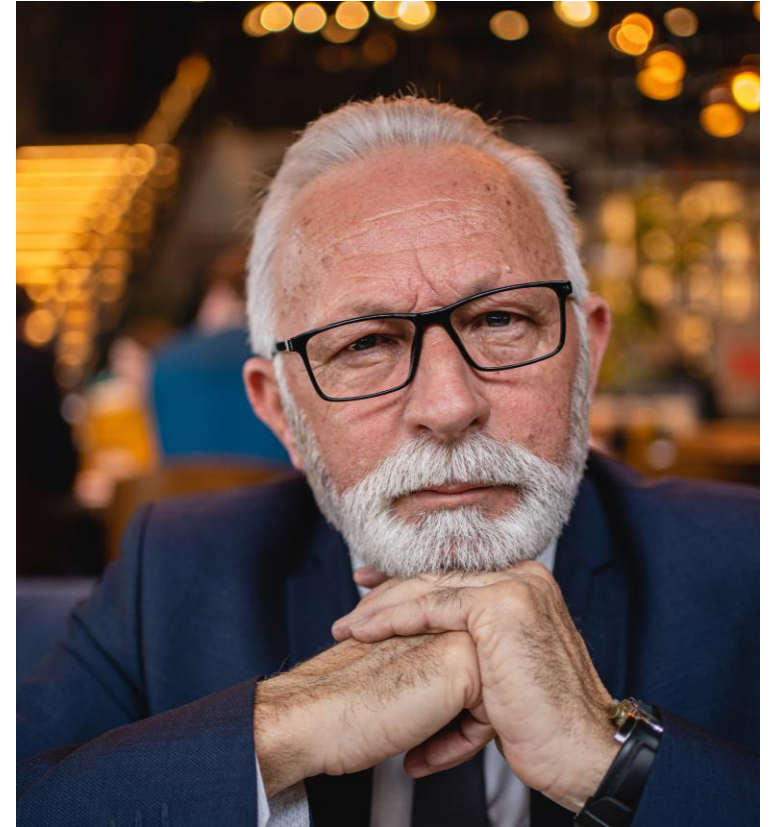
Be able to outline what you want to learn in this position

“I’m looking forward to...”

“BEEN THERE/DONE THAT”

Give examples of times you have worked with younger people

Talk about volunteer activities, boards, hobbies, book clubs – anything that demonstrates you have positive interactions with younger people



WE COST TOO MUCH

*Myth #4

SALARY

“RIGHT SIZING”

It's true – many older adults are laid off due to higher salaries

90% of those pushed out for salary reasons never make as much as before

Negotiate for alternatives

“TAKE IT TO THE BANK”

Tell them very specifically what your impact has been on the bottom line of your companies

- Prove you are worth the salary you are requesting
- Ask for more frequent salary reviews



FIRST IMPRESSIONS ARE IMPORTANT

*Own it

BE MAD AT ME IF YOU MUST...

FIGHT IT

RESUME/LETTERS

- Freshen up your language
- Use keywords
- Get a new email address (?)
- Keep it to 2 pages
- Eliminate jobs more than 15 years ago (maybe...)

EXPERIENCE

- Capture how active you are
- Address your mastery of technology
- Take classes for skills you do not possess
- Show you are still learning

REFRAME

- Are you promoting the perception of you as old?
- Do you eliminate yourself before you get started?
- How old are your examples?
- Record yourself – be brutal in your self assessment



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