



Point of View

A Few Recommendations for Mature Workers Seeking Regular, Full-Time Employment*

The experience and expertise of the mature worker is an advantage, but you'll need to demonstrate that you have what it takes to keep up with the business challenges and technologies of today.

Ask yourself:

- **Do you have a specific fund of knowledge to offer that employers currently need?**
There are many economists, business leaders and futurists who believe that the only way for mature individuals to have any chance of achieving long-term financial success through work is to develop specific knowledge with which youth cannot compete. Specialized expertise the marketplace needs, *gained over time*, is the way of the guru and the sage. It is your insurance policy.

For a payoff in your 50s, 60s and beyond, you need to begin to deepen your expertise now.
- **Do you offer a prospective employer a verifiable record of success?**
"Nothing succeeds like success." This old saying is as true today as ever. Verifiable success is your ticket to continue to work long past the time when most of your contemporaries have left the regular, full-time workforce.

But, success that doesn't matter to the current needs of an employer - doesn't matter. Do your homework. Link your recent success to their current needs. Leave the past where it belongs - in the past.
- **Do you demonstrate the energy and drive that signals you are up for new challenges?**
"Older" to some interviewers implies less energy and less ability to cope with the productivity and fast-paced change most organizations are experiencing today.

Make a point of clearly demonstrating energy, drive and the capacity to thrive in the new workforce. If you don't (or can't), you will likely be passed over.

The language you choose (and the language you choose not to use), the examples you offer of success, your communications style, especially when talking about your ability to deal with change (and lots of it), all signal to the employer that you are up for the challenge no matter what your age.

- **Have you continued to stay abreast of workplace changes, especially the basic use of standard business technology?**

What are the myths that many employers hold about mature workers?

- Mature (older) workers are techno-illiterate.
- Mature workers are “set” in their ways.
- And, the ever popular, “you can’t teach old dogs new tricks.”

First of all, learning the basics of technology as a user is fun, fast and painless. More importantly, it is expected. The most difficult part of the process of learning to use technology may be the challenge of learning to type! Take a class, if you must. Add this fact to your resume. It demonstrates to the prospective employer that you “are a learner” and not some “old dog who can’t learn new tricks.”

Finally, overcome these myths for yourself by studying the facts. You can search out these facts on your own through the Internet. Or, you can ask us how we would handle the concerns most mature workers feel about aging in the American workplace. We are experts in positioning and are here to help you to present your “best” self to prospective employers. And, should we need the additional advice of an expert, we employ a recognized nationwide mature workforce subject-matter expert to help us to help you.

* Note that the word “permanent” does not appear in this short article because the word “permanency” is no longer implied, much less used, by most employers. What you are seeking may be permanency but what you are will be getting is a regular, full-time job. Learning to manage many changes over time is critical, if only because of what the elimination of this one word means to your career!

Excerpted in part with permission from “*Boom or Bust - a career management guide for boomers and beyond.*”