

Job Searching for Seniors: All you need is energy, technology and confidence

By Julie Desmond

Career Coach Ford Myers, Author of "Get The Job You Want, Even When No One's Hiring," knows job searching. And he knows what many job seekers in the 55 plus age range wish to tell hiring managers. Mature workers, "are more likely to stay put for longer than their younger counterparts, thus reducing turnover - which lowers the costs associated with hiring and training," says Myers. Reliability, experience and a broad view are assets to any organization, and experienced workers have it all.

Getting this message across to companies in a down hiring market is a huge sales challenge. Seasoned workers need to strategize just as much as entry level candidates to make the hiring process go smoothly. Be easy to hire, and you will find work.

Myers says energy level is a factor in the positioning process. Are you worn out from job searching? Or are you curious, interested and energized by meeting so many new people and researching multiple companies? The pace of work in many organizations is high; due to all the layoffs over the past few years, a single worker might be covering multiple desks and issues. Are you and your attitude physically fit enough to take on new challenges? Show your enthusiastic side; it just might rub off on those you meet.

Be fascinated by technology. Hire a teenager to help you wise up on the latest of everything. Do you have to invest in iThings? No, definitely not. But do strive to understand and accept the technology that your new co-workers commonly use. Your aim is to close the gap

between how things used to be and how things are now, with used-to-be referring to yesterday or last week. You might be surprised at what you find on YouTube or Twitter that actually pertains to your personal interests.

In his book, Myers encourages attention to personal image. Attention to appearance is not for fashionistas only. An employee in any industry, should strive to present him or herself in the best possible light. Clothes communicate. As does hair, jewelry, tone of voice and shoes. When you think you look like a perfect ten, look in a mirror and smile. There, now you're ready to work.

Accept what you cannot change. Chronological age is only that. You cannot change your number. You can change how you feel about it, however, and decide for yourself that it is a nonissue. If you present yourself as an energetic, wise and inquisitive experienced worker, you might find that the only person who cares how old you are is you.

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