

## ASK THE EXPERTS

APRIL 2024

CAREER

*I am returning to work after retirement. As a mature worker with a rewarding and successful career, how can I best market my value and overcome age bias?*

In today's job market, it's vital for seasoned professionals to leverage their experience with a strategic approach. The following steps and resources can help you highlight your valuable experience and position you effectively for success.

1. **Be Aware of “Dated” Email Platforms:** AOL, MSN, Hotmail, Netzero, and Yahoo email addresses can make you appear “old” or “outdated”. Consider creating a Gmail or Outlook email address.
2. **Be Sure You Have a Professional Online/Digital Presence:** Consider this, [87% of recruiters regularly use LinkedIn](#) to find candidates. "The biggest mistake I see is older job seekers confusing privacy with invisibility," says [Susan P. Joyce](#), an online job-search expert.
3. **Evaluate Your LinkedIn Profile Photo:** Unless you are a senior executive, board member, or are in a conservative field/industry, wearing a suit in your LinkedIn picture may make you appear outdated or out of touch. Consider dressing business casual.
4. **Highlight the Value You Bring as an Older Worker:** Older workers generally have a [strong work ethic](#), can take advantage of [reverse mentoring](#) to overcome any technology knowledge gaps, have diverse and extensive [institutional and industrial knowledge](#), and are more [reliable and loyal](#).
5. **Speak to the Value of Multi-Generational Teams:** Multi-generational teams have been shown to be [more productive](#) on average compared to homogeneous teams.
6. **Don't Overdo Your Resume:** Don't include every job you've ever had. Generally you want to [highlight recent achievements and focus on the last 10-15 years](#). If you have something truly significant from earlier in your career, consider adding an "Early Career Highlights" section that omits specific dates.
7. **Network Effectively:** Networking is not about collecting business cards – take the time to get to know people and what they do. Be a resource for others in your network. This builds trust and strengthens relationships.
8. **Don't Overthink the Job Description:** A job posting is often a wish list of what a company would love a new employee to have, but only a number of the requirements are really essential. Check out our [How to Read a Job Description](#) article for great tips.
9. **Allow for Salary Flexibility:** Temper salary demands. If an employer can't or won't meet your ideal salary, consider trying to negotiate for more or better benefits and non-monetary perks. Check out our Resource Guide [“Salary Isn't Everything”](#) to learn what things, other than salary, may be negotiable.
10. **Find the Right Company:** Look for companies with certifications like AARP's ["Employer Pledge"](#) program or the Age-Friendly Institute's ["Certified Age-Friendly Employer"](#) (CAFE) designation. Check out sites that focus on mature job seekers: [AARP](#), [Workforce 50](#), [SecondAct Work](#), and [CoGenerate](#).

### Resources:

[CEG Gig Work Resource Guide](#)

[CEG Lifelong Learning Resource Guide](#)

[CEG Job Search Strategies: Using LinkedIn Job Search Features Checklist Resource Guide](#)

[5 Professional Development Tips to Stay Relevant in the Workforce](#)

[5 Culture Fit Questions You Should Ask Before Taking a Job](#)

[What to Do When Your Boss Is Younger Than You](#)

[Resume Tips for Older Workers with Skills to Spare](#)

**Career Experts Group**

*Receive "Your Career > Your Future" directly in your email.*

[CLICK HERE TO SIGN UP!](#)