

COMBAT AGEISM in YOUR JOB SEARCH

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Bio for Amy Geffen, PhD

- ▶ Currently founder of Geffen Careers
- ▶ Formerly Director Professional Development for the Council for Economic Education
- ▶ Former CEO of NYSSA
- ▶ 30 years of experience in teaching, college administration and association management
- ▶ BA Brooklyn College
- ▶ MA Harvard University
- ▶ PhD New York University

AGENDA

- ▶ Recognizing ageism in the job search
- ▶ Preparing yourself
- ▶ Creating your Pitch
- ▶ Drafting your resume
- ▶ Your LinkedIn Profile
- ▶ Job targeting
- ▶ Networking
- ▶ Preparing for interviews

5 Steps in your job search

- ▶ Assessment
- ▶ **Branding**
- ▶ Connecting
- ▶ Differentiating
- ▶ Enhancing



BE PREPARED

- ▶ People are living longer and
- ▶ Working longer
- ▶ So, be prepared to
 - ▶ Take a cut in salary
 - ▶ Do a job that you think is beneath you
 - ▶ Step into a staff role instead of a managerial role
 - ▶ Take an interim position

AGEISM CODE WORDS

- ▶ These code words are key to ageism:
- ▶ ENERGY
- ▶ TECHNOLOGY
- ▶ CREATIVITY
- ▶ INNOVATION

GET UP TO SPEED WITH TECHNOLOGY

- ▶ Are you up to speed with technology?
- ▶ Basic office technology - Microsoft Office Suite
- ▶ Technology in your field
 - ▶ Accounting - QuickBooks
 - ▶ Finance - Sage Intact, SaaS
 - ▶ Marketing - Constant Contact, Survey Monkey, MailChimp
 - ▶ Teaching - Kahoot, Quizlet
 - ▶ Online Learning - Canvas, Saba, Discovery

FIND THE RIGHT COMPANIES

- ▶ Not every company wants an older, more experienced or “seasoned” employee
- ▶ Look at Non-profits
- ▶ Look at colleges and universities
- ▶ **NON-PROFITS or NGOs are LESS LIKELY TO BE AGEIST**

IS THERE SUCH A THING AS THE PERFECT RESUME?

- ▶ Everyone knows they need a resume. Who doesn't know that?
- ▶ But is there such a thing as the PERFECT resume?
- ▶ How do you create the resume that will get you in the door? The resume that will get you the interview.
- ▶ How much time does the reader spend on your resume? 7 to 10 seconds! That's it.
- ▶ You must be able to capture the attention of the reader.

What is the purpose of a resume?

- ▶ Marketing piece - it is your advertisement
- ▶ Sales tool in your absence
- ▶ Guides you through the interview



The 5 most important parts of your resume are:

- ▶ JOB TITLE
- ▶ SUMMARY
- ▶ ACCOMPLISHMENTS
- ▶ RESPONSIBILITIES
- ▶ KEY WORDS

First, Your Job Target. Use ONE Title

- ▶ Do not use Job Objective. In the old days everyone had a job objective.
- ▶ Use the exact title of the job you are looking for, or the job posting you are responding to.
- ▶ Be specific: Administrative Assistant, Marketing Coordinator, Project Manager, Full Charge Bookkeeper
- ▶ Your positioning statement - what makes you unique. How do you differentiate yourself from everyone else?

EXAMPLES OF JOB TITLES

- ▶ **Hands On Systems Manager** with strong technical competence in systems analysis, pick based ERP
- ▶ **International HR Manager** with expertise in policy development, organizational planning, and executive compensation
- ▶ **Program Manager** with 10+ Years of Experience

Summary section - **THREE** Parts

- ▶ Summary section distinguishes you from your competition
- ▶ Part 1- **ACCOMPLISHMENTS**
- ▶ Part 2 - **COMPETENCIES**
EXPERTISE or **SKILLS** where you use **KEY WORDS**.
- ▶ Part 3 - **RECOGNIZED FOR soft skills**
- ▶ HR managers and recruiters spend only 7-10 seconds looking at this section. It has to sell you.

SUMMARY Part 1: ACCOMPLISHMENTS

- ▶ First - List your top 3-5 accomplishments - the ones that most relate to the job you want.
- ▶ Include a bulleted list of accomplishments using the problem action result rubric
- ▶ Accomplishments appear in TWO places on your resume. Three to five accomplishments in the SUMMARY section.
- ▶ And 3 to 5 under EACH JOB TITLE.
- ▶ They have to answer the question “So What”? Did you meet or beat the budget?

Summary Section Part 2

Expertise or Skills or Competencies

- ▶ Second - Add your list of skills or expertise - Put under the heading of **COMPETENCIES** or **SKILLS**.
- ▶ Use **KEY WORDS** from job descriptions
- ▶ Use **STRONG VERBS** such as Team Building, Writing, and Financial Analysis
- ▶ 100% of HR Managers go to Linked In
- ▶ They spend 7-10 seconds on your resume

3 - RESPONSIBILITIES

- ▶ What is the difference between responsibilities and accomplishments?

Responsibilities represent a process, part of your job description, quick scope of your job:

EXAMPLES: Profit and loss responsibility of \$5M dollars

- ▶ Supervise of 5 staff
- ▶ Oversee HR, IT and facilities
- ▶ Track over 50K records in database
- ▶ Manage budgets of \$10 million
- ▶ Build strategic partnerships
- ▶ Create marketing plans for health products

WHY DO WE SPEND SO MUCH TIME ON ACCOMPLISHMENTS?

- ▶ You will use them in your PITCH
- ▶ In your COVER LETTER
- ▶ In your RESUME
- ▶ In your INTERVIEW
- ▶ In your follow up INFLUENCING email AFTER the INTERVIEW

P.A.R. Problem Action Result

- ▶ **Problem:** (aka “Challenge”)
Summarizes the background, challenge, or problem, for example: “within tight time frames,” “during a departmental move,” “while department staffing level was at 50%,”
- ▶ **Action:** Tell us what you did, and the personal strengths that enabled you to take action. The key here is to be specific and use strong action verbs.
- ▶ **Result:** Shows the business impact of your actions. Include key deliverables, “measurable” and contributions, all described in terms of the employer's point of view (POV).

WHAT IF YOU CAN'T Quantify? QUALIFY

- ▶ Some roles lend themselves easily to quantification: business development, finance, general management, investment banking sales/trading, some marketing & product development.
- ▶ But there are many other positions, such as investment or business intelligence research, human resources, organizational development, consulting, and even some R&D and communications roles, that are trickier.
- ▶ Your results may be hard to quantify, or may be confidential.

NUMBERS NOT IMPRESSIVE? USE PERCENTS!

- ▶ And what happens if your numbers don't look very impressive? You can use percentages instead of numbers.
- ▶ EXAMPLE the size of the cross-functional team that you developed or managed, or a budget you grew or costs you cut.
- ▶ EXAMPLE: Finished a project three weeks ahead of deadline, or 15% under-budget.

ATTACH METRICS

- ▶ Look at every one of the tasks of your job and attach a metric to it.
- ▶ Show qualitative results as well. Again, don't just list your tasks, but show the results of you doing that task well.
- ▶ Solved a problem that five other managers had tried over the past three years without success
- ▶ Resolved conflicts among silos or leaders or on a team
- ▶ Coached your direct reports to more effective leadership

EXAMPLES of IMPROVED ACCOMPLISHMENTS

- ▶ **BEFORE:** Successfully managed partnerships
- ▶ **AFTER:** Managed events with over 25 industry associations and achieved 60% increase in strategic partnerships.
- ▶ =====
- ▶ **BEFORE:** Developed and published metrics to increase call center productivity
- ▶ **AFTER:** Developed metrics which were posted daily within the first month productivity increase 33% and call length dropped 15%.
- ▶ =====
- ▶ **BEFORE:** Led team of ten staff people to design a conference
- ▶ **AFTER:** Led team of ten to design and implement the first India Oil & Gas conference resulting in 150 attendees

Why are KEY WORDS important?

- ▶ Hiring managers are looking for words that match their job description.
- ▶ Head hunters and recruiters do a search by key words
- ▶ Job sites also have key word searches
- ▶ Use key words from the job description in your resume and cover letter

KEY WORDS

- ▶ BE SPECIFIC: Profit and loss; C++, Executive compensation; mergers and acquisitions, pivot tables
- ▶ Financial Analysis, Compensation Analysis, Risk Management, Financial Planning
- ▶ MENTION COUNTRIES where you worked NOT international. Don't say worked in Asia or Europe or Latin America. Say,
Worked in England, France, Spain and Greece.
Worked in Hong Kong, China, Malaysia and Thailand.
Worked in Peru, Argentina and Ecuador.

KEY WORDS - Where do I find them?

- ▶ LOOK at job descriptions on LinkedIn, Glassdoor, and Indeed to find words that are used
- ▶ LOOK at Websites of your key companies and see words that are used
- ▶ LOOK at job boards such as Monster, Idealist, Indeed

EXAMPLES OF KEY WORDS

- ▶ **Technology:** LANs, WANs, Unix-Based Systems, System Integration, Network Security, Vulnerability Assessments
- ▶ **Finance:** Forecasting ; Fundamental analysis; Cost Reductions
- ▶ **Marketing:** Plan Promotional Campaigns; Search Engine Optimization; Create Shareable Content; Key Word Strategy
- ▶ **Sales:** Service Accounts; Monitor Competition; GPS Tracking Software

SAMPLE RESUME

Sally Smart
917-716-6306
ms.smart@gmail.com

Program Manager with 10+ Years of Experience

Accomplishments

- Managed annual **Leadership Training Conferences** with up to **450 attendees**
- Managed budgets of **\$250K up to \$1M**
- Virtually managed over **50 conference contributors**
- Organized and implemented **20 training events** that served over **1000 attendees**
- Researched and interviewed multiple speakers, and **hired 10 speakers for separate events**
- Planned and managed **international events** in Europe (Denmark and France) and the Middle East (Turkey and United Arab Emirates)
- Managed **live webcasts during training events**
- Managed the activities of **250 volunteer groups**

Competencies

- Budget management
- Logistics management, including A/V and Food & Beverage
- Program creation
- Multiple contributor management
- Development of marketing plans
- Create training videos
- Supervise staff within department

Recognized For

- Leadership Team Building Integrity Interpersonal Skills Discipline

PROFESSIONAL EXPERIENCE

Program Manager, Global Communities, American Society of Mechanical Engineers, NY, NY,

DO'S FOR THE RESUME

- ▶ DO use size 11 point or 12 point type
- ▶ DO use **BOLD**
- ▶ Do show accomplishments
- ▶ Do Use **BULLETS**
- ▶ Do have a **SUMMARY STATEMENT** on the first half of the first page
- ▶ Do use white space - make it easy to read
- ▶ Do be specific - accomplishments **SHOW RESULTS**
- ▶ Do **proofread!** - Typos are a reason to knock you out. Have someone else proofread your resume.

DON'TS

- ▶ NO address
- ▶ NO photo
- ▶ NO volunteer work unless it is relevant
- ▶ NO dates from education
- ▶ NO salary information
- ▶ NO references
- ▶ NO more than 10 to 15 years of work experience

REMEMBER

- ▶ Your resume and cover letter are simply an **advertisement** to get your foot in the door.
- ▶ They need not say everything about you.
- ▶ Send out your resume with a cover letter and see what responses you get. If you are not satisfied with the response rate, then tweak your resume.
- ▶ Write directly to a hiring manager at companies where you want to work.
- ▶ Follow up with a phone call to get the meeting.

LINKEDIN IN PROFILE

- ▶ Your LinkedIn profile must be consistent with your other branding
- ▶ Your LinkedIn Profile **MUST** use **KEY WORDS**
- ▶ Show **PASSION** for a cause, a role or a task
- ▶ Include **ACCOMPLISHMENTS**
- ▶ Include a **PROFESSIONAL PHOTO**

- ▶ You can have only **ONE** LinkedIn Profile

YOUR TARGET MAP

- ▶ What is your job target? TITLE INDUSTRY LOCATION
- ▶ Where do you want to work?
- ▶ What companies?
- ▶ Make a list of 200 companies where you want to work
- ▶ Look up the contact info (email and phone number) for the hiring manager two levels above your level
- ▶ Write directly and ask for a meeting

NETWORKING

- ▶ Networking is important at any age, but especially at your age
- ▶ 40% of job seekers find jobs through networking
- ▶ Who is in your network?
- ▶ EVERYONE YOU KNOW

5 WAYS TO EXPAND YOUR NETWORK

- ▶ Join a professional association
- ▶ Join your alumni association - connect with alumni on LI
- ▶ Join a club -follow your passion
- ▶ Volunteer for a cause you believe in
- ▶ Join a civic or religious organization

PREPARE FOR THE INTERVIEW

- ▶ Familiarize yourself with the company's mission
- ▶ Know the job description
- ▶ Be ready to highlight your accomplishments that are directly related to the job
- ▶ Research the interviewer on LinkedIn. Find out where the person has worked, where they went to school and any personal information

NIGHT BEFORE THE INTERVIEW

- ▶ Lay out your clothes
- ▶ Make sure you have your 3.5 index card with
- ▶ 3 things you want to say about yourself
- ▶ 3 questions you want to ask

DAY OF THE INTERVIEW

- ▶ Shower in the morning. Use deodorant. Do NOT use heavy colognes or after shave
- ▶ Show up 10 minutes before the interview, not 30 minutes, NEVER late
- ▶ Shake hands firmly with a smile on your face
- ▶ Make eye contact with the interview
- ▶ Take notes

WHAT TO SAY WHEN

- ▶ They ask why would you want this job when you have had higher level jobs?
- ▶ or
- ▶ Won't you be bored?
 - ▶ I want to go back to my passion which is....
 - ▶ I want to give back to the profession of
 - ▶ I really want to work for this company

REMEMBER

- ▶ You must say these 4 words during the interview:
- ▶ **I want this job**

SUMMARY OF KEY POINTS

- ▶ Show enthusiasm, and energy
- ▶ Illustrate your knowledge of technology
- ▶ Give an example of how you have worked with or for younger people
- ▶ Show how you can learn new things
- ▶ Illustrate how you have had new ideas or innovations that were launched
- ▶ Avoid talking about salary until you are offered the position

Thank you for attending.

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30 minute free consultation

