

EMPLOYMENT NEEDS TO FOCUS ON THE MORE MATURE WORKERS



The recession and modifications in work habits has brought a change to the demographics in the work force. In today's economy, individuals who are 55 and up are now playing a significant role. Older individuals are often placed in positions that demand high authority and they have the years of experience and longer participation in the workforce than previous generations. The reasoning behind older individuals being involved in the workforce is the lack of retirement accounts. Many do not have the resources to retire young and thus have to work past retirement. The economic downturn is also to blame as well as the increased life spans of individuals since it calls for an increase in post-retirement income. According to a United States Bureau of Labor Statistics report released in September of 2011, *"older workers have the lowest unemployment of any age group at 6.6 percent. Although the general employment level of older workers is low, they also tend to spend more time looking for work once unemployed than any other age demographic."* **Importance of retooling** In order to succeed in today's economy, it is important to continually grow in valued skills to remain competitive in the workplace. Older workers are at a disadvantage since they have missed opportunities to gain new certifications, to learn the new technologies of this day and age and the desire to keep up with the new techniques of their chosen field. *"Ultimately, job seekers must match the skills and education levels of the younger workforce in order to remain competitive and receive the level of pay that matches their experience."* Another challenge for older workers is the understanding of technological literacy. Jobs today require technology and one will find that there few and far between that do not require it. In today's business culture, an individual has to know how to operate software applications such as word processing, graphic presentations, spreadsheets, handheld devices and social media because they are all so common. The change in employer recruitment methods is also alarming to older workers. Older workers are not familiar with these methods such as improved resume formats or unique interview techniques. One thing that hasn't changed about securing a job position is networking. Networking techniques and sites such as LinkedIn can actually help with the rising unemployment numbers. Employers look for a positive and upbeat attitude when they are hiring, so even if you have been faced with unemployment for a long time, do not show that in the interview. Now days, employers are focusing more on results and less on the years of experience a person can provide. The best way to land a successful job is to sell your strengths and assets.