



Ready for a new
career adventure?
Follow this plan.

Second-half Playbook

Let's start here: Your best working years are definitely not behind you. In the second half of your life, God can take your work experience, your teachable spirit, and your desire to do what matters and WOW you with a new adventure. He can reshape your second half into something fresh, exciting, and absolutely wonderful.

So don't just sit there dreaming! Get moving. Craft a great resume. Buy some clothes that say, "I'm savvy." Learn the art of interviewing. These are the first practical steps toward the work you've always wanted.



Don't go back more than 10 to 15 years in your employment history.

Resume Transformation

You might think listing 35 years of experience on your resume would help you sound experienced. But you might just come across as old.

Beth Colley, certified master resume writer, says one of the biggest mistakes Boomers make on their resumes is stating they've been in a particular industry for more than "20-plus years."

"It's a dead giveaway for age," she says — and that's not necessarily a good thing. When

presenting yourself to a potential employer, you'll do best to come across as vibrant, relevant, and willing to learn. Here are a few other suggestions:

- **Don't list hobbies or interests on your resume.** An exception: A Baby Boomer who is unusually active may include, for example, the fact that he's a marathon runner or that she's a distance swimmer.

"When a person is active physically, he or she is going to

be active mentally," Colley says.

- **Include recent training, updated computer skills, and the like.** (And by all means, avoid any story that begins with "Back in my day ..." whether still searching for a new job or working at your current occupation. Telling someone you remember carbon copies may not be quite as endearing as you'd imagine.)

- **If you're starting fresh in a new field, avoid a traditional chronological resume.** Categorize experience and accomplishments into specific skill sets that can transfer. Someone who has been a vice president of operations, for example, may want to consider the skills involved in strategic planning and list those individually to show diversity.

- **Include skills you've used in ministry activities.** Someone who is good at recruiting and training volunteers will likely be a good manager or trainer.

"Always look for ways to incorporate those skills, strengths, and interests into your professional life," Colley recommends.

- **Include links to relevant social media site profiles** such as LinkedIn or a Twitter handle, if applicable, to demonstrate comfort with technology and a willingness to try new things.

- **One or two pages is ideal.** You don't want a five-page resume with everything on it.

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Fresh Elements

OBJECTIVE SECTION

OLD WAY

Objective: Seeking challenging account manager position where I can apply creative problem-solving and consultative-selling skills with a growing company.

STRATEGY

Replace objective with a focused career summary and summarize core strengths and proficiencies.

NEW WAY

Executive Account Manager

Self-motivated Executive Account Manager possessing more than 15 years of progressive sales/account management experience. Proven success in developing innovative, targeted sales plans and strategies that incorporate a unified team approach in presenting customers with customized and enhanced product solutions. Consistent producer in penetrating new markets, capturing key accounts, and earning trust among senior executives as a result of due diligence research and precise plan execution.

Core Strengths & Proficiencies

Consultative Sales ~ Project Management ~ Strategic Planning ~ Territory Management ~ P&L Analysis ~ Marketing ~ New Market Penetration ~ Deal Closing ~ Capturing Key Accounts

EXPERIENCE SECTION

OLD WAY

XYZ Print Company
2006 - present
Account Manager
Langley, Virginia
Responsible for selling mobile satellite services for voice, fax, Internet access, and electronic mail solutions to federal agencies.

STRATEGY

Demonstrate your accomplishments. Quantify when possible. Use active verbs and descriptive language to keep reader's interest. Use key industry words that will increase ratings in corporate applicant tracking systems.

NEW WAY

Account Manager
XYZ Print Company
2006-present
Langley, VA
• Managed business and account development strategies for newly chartered territory, quickly gaining prospects – captured 95% of new business with strategic, creative, and targeted marketing plans.
• Gained more than 65% of new business through referrals from existing clients and increased company presence and services by attending industry trade shows and professional organization meetings.

OTHER KEY TIPS:

- Minimize signs that indicate age: no graduation dates, don't incorporate military discharge dates if more than 5 years separated.

- Been with one employer for more than 10 years? Utilize a combination style resume to highlight versatility. Summarize career progression by listing more recent job titles and dates.

Information provided by Beth Colley of Chesapeake Resume Writing Service (chesres.com). Her blog in-irons.com offers faith-based encouragement and guidance to people in career transition.

Dressed for Success



So you've landed an interview for your dream job. Wondering what to wear? Beth Colley laughs (but only slightly) when she says, "If it's been in storage, don't wear it to the interview."

Part of being "polished" is ensuring you come across as up-to-date rather than behind the times. As such, a modern hairstyle is essential.

"I'm not necessarily saying color your hair to get rid of the gray," Colley says. "But if something like that will make you feel more confident, and you feel you need to enhance your look by doing so, then by all means go ahead."

In terms of clothing, the longstanding rules still apply: Dress a level or two above standard attire for that particular workplace.

"You want to present yourself well," she says, "and first impressions are still important." Do your research and heed the prevailing culture of a company. If the company hosts a casual atmosphere, men can go with a sport coat; women with a dress with a jacket or cardigan, or a smart (but not matching) top and bottom.

Select colors strategically. Choose a neutral shade for your dress or suit — brown, black, gray, navy, or beige. Add a pop of color with shirt selection. Opt for hues that flatter your skin tone and reflect your personality.

Show your individuality. Accessories add personality to your look. Your interesting tie, necklace, scarf, watch, or bracelet can set you apart in a room full of bland suits.



Accessories add personality to your look.

Tough Interview Questions

When you're put on the spot in a job interview — especially if you're entering a new field — any question can feel uncomfortable. But knowing what to expect is half the battle. In order to help you remain calm, cool, and collected, a few potential "stumpers" are listed below — in addition to suggested responses from experts to help you shine. (With thanks to Beth Colley of Chesapeake Resume Writing Service, Camille Carboneau Roberts of CC Career Services, and Dawn Rasmussen of Pathfinder Writing and Career Services.)

Q: Why would you want this job when you're clearly overqualified?

A: I'm glad you asked that question. I'm perfectly suited for the role versus over-qualified. My experience gives me a different perspective, and that will allow me to be a better collaborator and more efficient producer. In addition, I understand how my role affects others and how I can make my manager's job easier.

Q: What's your strategy for working with Millennials?

A: First, being open to how they work, knowing that they have a different skill set and approach to completing tasks. Second, being willing to transfer my on-the-job knowledge in a way that is a win-win for both of us.

When responding to a question, always look directly at the person who asked it. It communicates confidence and honesty.

Q: How do you adapt to change?

A: I love learning and I stay on the cutting edge both from trend and technology standpoints by reading industry publications, attending conferences, and viewing webinars.

Q: How would you handle having a supervisor who is younger than you?

A: I would welcome the opportunity. It's always great to work with a diverse group of people. Having diversity in the workplace, whether it is age diversity, gender diversity, ethnic diversity, or educational diversity is a sign of strength, promotes creativity, and fosters community.

