

APPLICATION 50PLUS

From a certain age onwards, people are no longer hired for their potential, but for what they bring to the table. That is not a disadvantage. It is a positioning.

Are there specific rules for applicants aged 50-plus? Not fundamentally – but they need to apply the well-known principles with particular consistency. What matters is applying in the right market: where experience, maturity and perspective are valued – not youthful energy. Many end up competing with younger candidates because they apply for roles for which younger applicants are simply better suited. Clear positioning helps to avoid exactly that.

Anyone job hunting at 50-plus needs a clear picture of their strengths, competencies and achievements. Routine often means that we do many things unconsciously – and find it difficult to articulate our own capabilities. A structured personal and professional assessment can help to sharpen this picture. After all, experienced professionals who have not applied for a long time are often faced with changing requirements: the market has become more dynamic, and the selection process more demanding.

Those who can clearly articulate their value have excellent prospects – precisely because experience cannot be replicated.

Articles on application 50-plus (all articles)

- 50-plus – (self-)underestimated potential
- Applying and recruiting work like investing