

NEWPLACEMENT 50PLUS

Those with decades of experience bring a clear profile. That is not a disadvantage – it is a position.

Newplacement for professionals aged 50+ follows the same principles as for younger individuals – yet there are important differences. The support is usually more extensive, as the job search becomes more complex with increasing seniority. I deliberately refer to seniority, not age. The new role needs to align with more dimensions than for a younger candidate. Employers are not looking for blank slates in 50+ candidates, but for individuals with substance and clearly defined strengths.

Professionals aged 50+ bring experience, maturity and perspective. At the same time, they are often perceived as less flexible and more expensive. Their applications therefore need to be particularly compelling – professionally, personally and in how they communicate. Good newplacement creates space for self-reflection and personal and professional assessment. Those who understand their strengths can target suitable roles more precisely, rather than applying too broadly.

The greatest opportunity lies in clarity about one's own profile – and the confidence to make that profile visible.

Articles on newplacement 50+ (all articles)

- 50plus – (self-) underestimated potential
- Bad experiences make good requirements