

REGULAR

# BOOK REVIEWS

**YOU'RE HIRED!  
FIND WORK AT  
50+  
A Positive  
Approach to  
Securing the  
Job You Want**

**Denise Taylor**

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Trotman

**£12.99**

**KINDLE £4.99**

The day I was handed this book to review, the newspapers led with “warnings that workers could face working into their seventies, or even eighties”. So Denise Taylor’s book encouraging a positive approach to 50+ job search is timely.

The author’s core message is summed up in Chapter 5, “Whilst most people concentrate on traditional methods of getting a job, this is the least effective”. Therefore, where most job seekers start with job adverts and agencies, most employers use ‘contacts’ (the author prefers contacts to networking) such as internal/employee referrals or other ‘contacts’. Chapter 6 expands on these ‘contacts’; “employers fill vacancies through social media that they haven’t filled through referrals. “

The author suggests, “LinkedIn is used by 93% of recruiters to identify candidates.... but that people of 55+ are much less likely to use social media” Then offers advice how to structure a good LinkedIn profile and how this can be linked to your CV.

Chapter 8 on 21<sup>st</sup> century CVs addressed an issue I have grappled with – that a CV doesn’t have to be a detailed description of everything you have done in your 30-year

work history. I learnt about the Applicant Tracking System (ATS) software. Many large employers are using ATS to sift CVs. The author explores how to tailor CVs to succeed at ATS.

Chapter 14 deals with interviews at 50+ how to address questions around being an older applicant. I would use these questions to prepare clients for interviews.

I would recommend this book to advisers. Each chapter has activities you can use with job seekers. As a 50+ social media ‘avoider’ myself I have taken on board the author’s message; “get over your inhibitions and create a great (LinkedIn) profile to be effective in 21<sup>st</sup> century job search”.

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