

# Avoid Ageism

## Words to watch

## Why they matter

**Digital native**



May discourage qualified applicants who didn't come of age with digital and mobile tech—even some as young as their 30s.

**High-energy**



Often a euphemism for young.

**Ninja or guru**



These trendy buzzwords are likely unfamiliar—or unappealing—to older candidates.

**GPA of 3.5 or higher**



Sends the message that you're looking for employees at a life stage where these assessments remain relevant.

**Overqualified**



Since experience often correlates with age, this term can be used to mask age bias.

**Meals included**



Implies an expectation that workers don't have a family waiting for them to come home for dinner. Be similarly cautious when speaking about travel.

**Bad cultural fit**



Can be problematic if your culture is overtly youth-oriented.

**Keen to learn**



Send the message that they are looking for youthful candidates with little experience.

[www.shrm.org/hr-today/news/hr-magazine/0218/pages/hiring-in-the-age-of-ageism.aspx](http://www.shrm.org/hr-today/news/hr-magazine/0218/pages/hiring-in-the-age-of-ageism.aspx)

