

# ExperienceWorks 2

## WHY COMPANIES ARE HIRING THE *OLDER JOB SEEKER*

### TIPS TO HELP EMPLOYERS

- 1 Ensure that staff pictures on your website include workers of all ages.
- 2 Promote any open positions with images and descriptions that welcome employees of all ages.
- 3 Review resumes giving consideration for those with “too much” experience.
- 4 Consider the interests of all ages when planning company events.

#### WHY

- 1 Older workers exhibit confidence when sharing their recommendations and ideas, making them ideal employees.
- 2 With years of life, professional and hands on experience, older workers may handle problems more effectively.
- 3 Mature workers set an example for other employees, something many business owners appreciate.
- 4 Older workers appreciate the value of face-to-face communication and people skills because they remember when communication wasn't dominated by emails and texts.

# 55+

#### WHAT OLDER JOB SEEKERS HAVE

Maturity / Experience  
Wisdom

#### WHAT AN EMPLOYER NEEDS IN AN EMPLOYEE

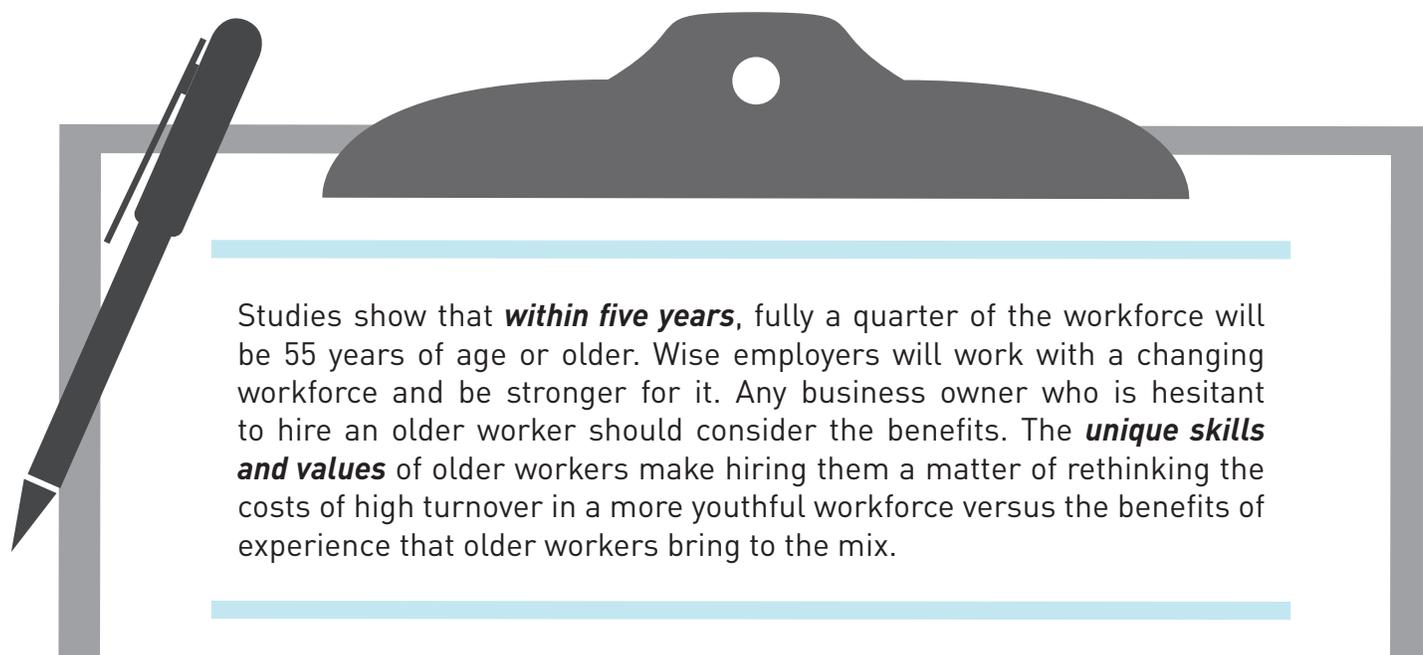
Loyalty / Adaptability  
People Skills

Older workers seeking employment may view their age as a factor working against them. One online survey, conducted by the Civic Participation & Employment group of the Age Friendly London Network, found that some older workers perceive that employers are not welcoming and view age discrimination as a factor.

That may be the perception, however many companies realize that an aging population and declining birthrate means it can be challenging to recruit qualified workers to fill positions at all levels. These companies see making better use of older, more experienced workers as one solution. The companies that are able to recruit and put these skills to work will find they have value to add.

## THERE ARE MANY REASONS WHY A COMPANY SHOULD CONSIDER HIRING AN OLDER WORKER.

- 5 Studies show that older workers tend to stay on the job longer and have a lower turnover rate than younger workers. That translates into lower costs for recruiting and retraining.
- 6 Many people over 55 have plenty of energy. They are motivated to contribute to your company's success.
- 7 Building a supportive pension and retirement savings is one motivating factor for older workers that gives them the drive to stay in the workforce.
- 8 Employers tend to view older workers as dedicated, producing higher quality work, which can result in significant cost savings for your company. They know exactly what they need to do and are focused on getting the work done.
- 9 Pride in a job well done has become an increasingly rare commodity in today's workforce. Older employees may be more willing to stay later to get a job done because of their sense of pride in the final product. Detail-oriented, focused and attentive workers add an intangible value that rubs off on all employees and can save your business money in the long run.
- 10 Punctuality also seems to be a given for older workers.
- 11 Older workers may not be as tech-savvy as their younger colleagues, but they have years of experience; that cannot be taught and cannot be replaced. Older workers are capable of learning new skills at any age and have more experience with learning new skills and adapting to new approaches.



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