





The Boomer Effect

ATTRACT
BABY BOOMERS
TO YOUR
ORGANIZATION

Checklist

- ✓ Implement a formal age inclusion policy
- ✓ Offer alternative and flexible work arrangements
- ✓ Invest in skills training
- ✓ Support retirement financial planning



<p>LOYAL</p>	 <p>57% of Baby Boomers aged 65+ enjoy their work</p>	 <p>34% are willing to give up advancement in their career for more flexible work arrangements</p>
<p>EXPERIENCED AND KNOWLEDGEABLE</p>	 <p>80% are four times more likely to return to work because they want to rather than because they have to</p>	 <p>2.5 YEARS is the average length of career 'intermission' before Baby Boomers return to work</p>
<p>ENTREPRENEURIAL</p>	 <p>35% receive income from independent or freelance work – the highest percent of all age groups</p>	 <p>36% believe their employer values their entrepreneurial mindset – the lowest percent of all age groups</p>
<p>EXPECT TO RETIRE LATER IN LIFE</p>	 <p>79% say skills will need to grow to keep up with change in their work, yet only 42% of companies are investing in training</p>	 <p>58% say phased retirement is a very important workplace benefit, yet only 28% of employers offer it.</p>

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