

BECOMING AN **AGE-FRIENDLY** WORKPLACE

ENDING AGEISM TOGETHER
**CHANGING
THE 
NARRATIVE**

AGE-FRIENDLY WORKPLACE INITIATIVE ©

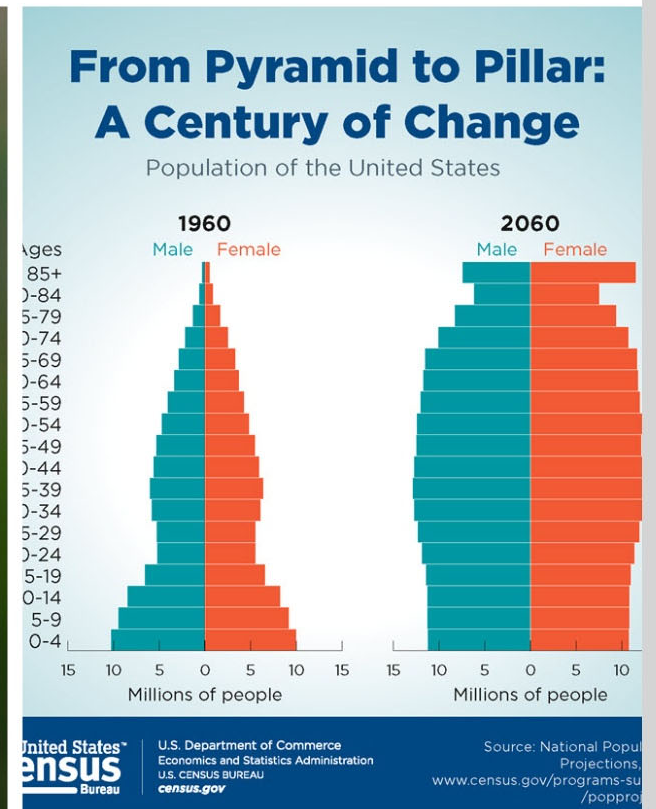
- 1 PRESENTATIONS FOR EMPLOYERS, BUSINESS GROUPS
- 2 WORKSHOPS ON POSITIONING OLDER WORKERS
- 3 COMMUNICATIONS ABOUT BENEFITS OF OLDER WORKERS AND INTERGENERATIONAL WORKPLACES
- 4 RESEARCH AND POLICY ADVOCACY
- 5 EMPLOYER ASSESSMENT & CERTIFICATION AS AGE-FRIENDLY

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1. DEMOGRAPHY

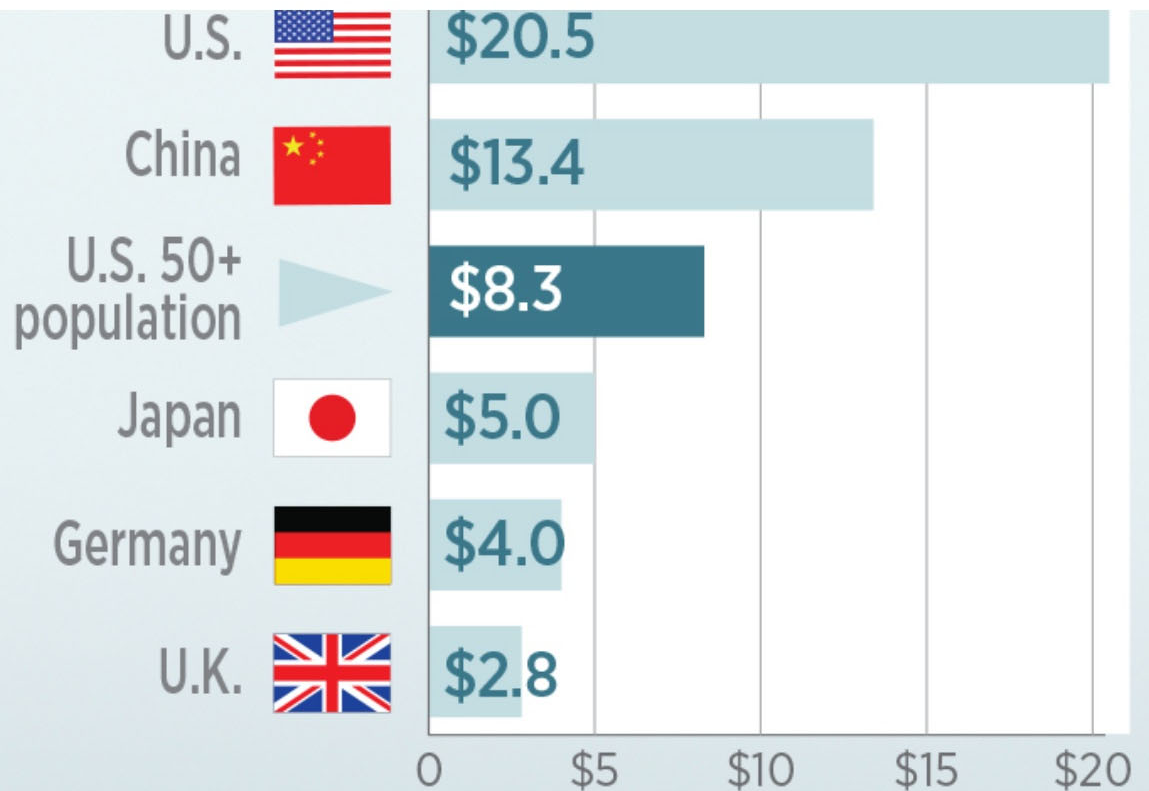


2. WALKING THE TALK | DEMONSTRATING COMMITMENT



THE LONGEVITY ECONOMY

The U.S. 50+ population would be the world's third-largest economy by GDP (in trillions)



Source: "The Longevity Economy"

MANY COMMON STEREOTYPES ARE JUST THAT...

STEREOTYPE	INSTEAD, CONSIDER...
COSTS TOO MUCH	CONDUCTING A COST-BENEFIT ANALYSIS (TURNOVER AND RE-TRAINING COSTS); POSTING POSITIONS WITH SALARY LEVELS
NOT WILLING TO LEARN NEW THINGS	RESEARCH SHOWS OLDER WORKERS WANT TO LEARN, ARE MOTIVATED TO EXCEED EXPECTATIONS, AND HAVE BETTER COMMUNICATIONS AND "SOFT" SKILLS
SKILLS NOT UP TO DATE	USING SKILLS-BASED ASSESSMENTS; PROVIDING TRAINING; CONSIDERING ALTERNATIVE CREDENTIALS
WON'T STAY AROUND	RESEARCH SHOWS OLDER WORKERS ARE LOYAL AND HAVE ON AVERAGE 4X TENURE



INTERGENERATIONAL TEAMS

3. ARE GOOD FOR BUSINESS

- RECIPROCAL MENTORING
- AVOID GROUP THINK
- IMPROVED TEAM PROBLEM-SOLVING AND CREATIVITY
- KNOWLEDGE TRANSFER
- **PRODUCTIVITY AND PROFITABILITY**

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...AND SO ARE OLDER WORKERS



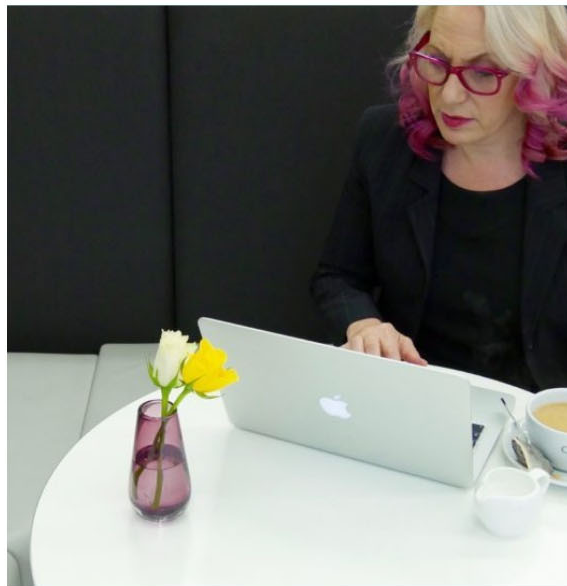
RESEARCH SHOWS OLDER WORKERS:

- **WANT TO LEARN**
- **ARE MOTIVATED TO EXCEED EXPECTATIONS**
- **HAVE BETTER COMMUNICATIONS AND SOFT SKILLS**
- **ARE LOYAL AND ON AVERAGE HAVE 4X TENURE OF YOUNGER WORKERS**
- **CAN BE AN IMPORTANT SOURCE OF TRANSFERRING “HOW-TO”, AND MENTORING**
- **AND—OLDER PEOPLE STAYING IN THE WORKFORCE CREATES MORE ECONOMIC OPPORTUNITY FOR EVERYONE, INCLUDING YOUNGER WORKERS**

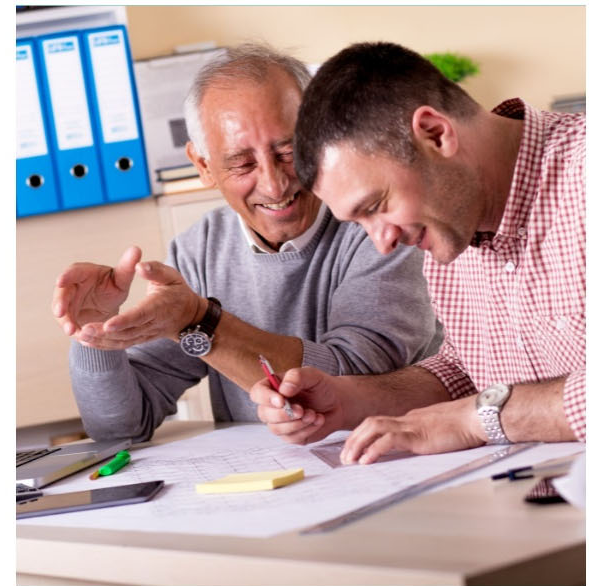
THE WIN-WIN SOLUTION



CHALLENGE: A TALENT SHORTAGE EXISTS.



OPPORTUNITY: PEOPLE PLANNING TO WORK LONGER.



EMPLOYERS CAN REAP BENEFITS OF INTERGENERATIONAL TEAM

2. START IMPLEMENTING AGE-INCLUSIVE POLICIES

- REMOVE AGE-IDENTIFIERS FROM APPLICATIONS
- INCLUDE AGE IN COMPANY DIVERSITY POLICIES
- TRAIN MANAGERS IN IMPLICIT BIAS
- USE SKILLS-BASED ASSESSMENTS
- INVEST IN UPSKILLING AND NEXT SKILLING
- REDESIGN WORKPLACES (BMW)
- OFFER FLEXIBILITY IN TIME AND LOCATION
- ENCOURAGE RECIPROCAL MENTORSHIP
- **BECOME A CERTIFIED AGE-FRIENDLY EMPLOYER**






3. BECOME A CERTIFIED AGE FRIENDLY EMPLOYER

ENDING AGEISM TOGETHER

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**AGE
FRIENDLY
FOUNDATION**

WHAT DOES CAFE EVALUATE?

GENERAL COMMITMENT AND WORKFORCE POLICY	EMPLOYEE RETENTION	TRAINING AND DEVELOPMENT	COMPENSATION PROGRAMS	
CULTURE AND EMPLOYEE RELATIONS	CANDIDATE RECRUITING	JOB CONTENT AND PROCESS ACCOMMODATION	HEALTH AND WELLNESS BENEFITS	
WORKFORCE PLANNING AND COMPOSITION	MANAGEMENT STYLE AND PRINCIPLES	WORK SCHEDULES AND FLEXIBLE ARRANGEMENTS	SAVINGS AND RETIREMENT BENEFITS	



HOW DOES IT WORK?

CONVERSATION

AGREEMENT

ASSESSMENT

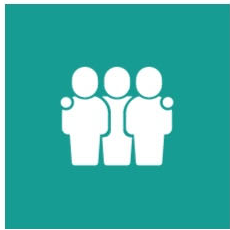
CERTIFICATION

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WE'LL SHOUT IT FROM THE ROOFTOPS!



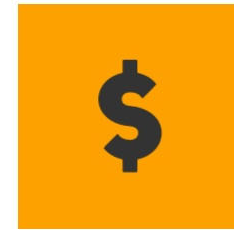
REALIZE THE BENEFITS OF BEING RECOGNIZED AS AGE-FRIENDLY



**ADDRESS TALENT SHORTAGES,
NOW AND LONG TERM**



**WALK THE TALK: CUSTOMERS,
EMPLOYEES, PARTNERS SEE
YOUR COMMITMENT**



**HAVE A MORE SUCCESSFUL
BUSINESS**



LET'S CONNECT!

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