

Myths & Benefits of Older Workers

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Older Employees – the Myths

- Older workers (50+) block jobs for young
- Older workers are more expensive
- Older workers take more time off sick
- Older workers are not worth training
- They are resistant to change
- They are inflexible
- They are hard to manage
- They do not understand IT

Myths and Reality

- Research shows that instead of blocking jobs for youth, reality is where there is age diversity & older workers are retained there is higher youth employment in companies and countries across the EU
- Older workers are not better paid than middle aged, they offer better value
- Older workers do not take off more time sick
- Older workers more likely to stay on in work after training
- Older workers are more loyal – part of their culture and know difficult to get another job
- Older workers introduced and worked through management culture changes of 80s, 90s, 00s and now
- Older workers introduced IT into work + developed codes, systems, websites and online approaches.

Realities part 2

- ◉ Even basic skilled learnt how to use email, internet , basic word functions, it is the over 75s some of whom are IT illiterate
- ◉ Older people want to work , need the money, are not so competitive so offer great help & support to managers and companies
- ◉ 50+ are not homogeneous. . There are big differences between 50-64s , 65- 75s and then the over 80s so see them as individuals

The older working age: more benefits

- Older workers have:
- Ability to work in different situations with their experience
- Can meet the needs of the of the growing silver economy – older consumers prefer to be dealt with by older workers
- Longer, healthy living and working time
- More disposable income and wealth
- Commitment to families + provide support
- Flexibility in work/life balance
- Age diversity means older workers help younger

What do 50+ have to offer

- Experience
- Multi skills
- Match staff to silver pound consumers
- Work and caring, committed culture
- Value for money
- Loyalty
- Ability to learn and teach
- Team work and customer skills
- Retaining older workers helps develop younger workers

Benefits of training for all to employers and employees

- Companies with trained staff are more productive, competitive + add value
- Employees who are trained / qualified more likely to be retained / promoted
- More over 50s Employees who enter training complete course and qualify
- Older trained employees more loyal so stay after getting new qualifications
- Older workers used to mentor / train younger workers > increased numbers of young workers + continuity of experience

Wise Age

- ◉ Getting over 50s back into work
- ◉ Representing the interests of older working people
- ◉ Educating media/ employers / public on age diversity benefits
- ◉ Overcoming age exclusion and discrimination + poverty
- ◉ Research and promotion of facts
- ◉ Educational Campaigning
- ◉ Equal opportunities support to employers / employees
- ◉ Social networking, reducing isolation
- ◉ Online Support, links and templates
- ◉ Support re employment / self employment
- ◉ Build expertise and practice in 50+ media expertise and practice
- ◉ Transnational Networking

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