If you plan to hire workers in the next 10 years, look to the fastest growing segment of the American labor market: the plus 50 worker.

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<th>Their experience helps them make better decisions.</th>
<th>Experience can help your company avoid costly mistakes. In Indiana, the transportation, distribution, and logistics industry is actively recruiting older workers with demonstrated managerial skills from other fields. “Much of logistics or supply chain management is about critical thinking and common sense. Older workers bring broader perspectives to the table. They are used to making savvy decisions, making trade-offs, and understanding how to balance costs and benefits. We would do well to make use of the human capital we have in our older workers,” said Dr. Sheela Yadav, associate professor of business at the University of Indianapolis.</th>
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<td>Unlike younger workers, they are more satisfied with their jobs and take pride in their work.</td>
<td>Happy workers on the job mean less conflict in the workplace and higher productivity. Workers ages 55 and up reported the highest overall satisfaction with their jobs (68 percent), compared with younger workers. They were more likely than younger workers to say their pride comes from work and a career, and less likely to say they have too much work on their plates.</td>
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<td>They keep institutional knowledge in the company.</td>
<td>Companies cannot afford to lose the decades of knowledge their employees have when they retire. Cinergy Corporation’s Senior Leaders Program allows retirees to return as consultants one to two days per week. “Our Senior Leaders Program is part of an overall commitment to creating an environment where all employees feel valued and respected,” said Suzane Bradley, Cinergy’s general manager of Inclusion Strategies. “We give employees options that meet their needs and Cinergy’s needs. It’s a strategy that has worked to everyone’s benefit.”</td>
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## Employers: Why Hire Plus 50 Workers?

### They're getting smarter. Science tells us that the plus 50 brain is more adapted for creativity and problem-solving.

Researchers report that “practical creativity,” the solving of everyday problems, peaks later in life. This type of creativity is especially valuable in the workplace because it draws on synthesis, reflection, wisdom, and restructuring of existing patterns to design solutions to problems.\(^4\)

### They can help you to lower your employee turnover.

Days Inn hires older workers as reservations agents. They are often part-time workers and recruited through a retiree job bank. Managers say these older workers have lower employee turnover and get higher marks with customers than younger staff.

### They are able to relate better to older customers and improve your company’s reputation.

CVS places a priority on hiring older workers who can relate to the drugstore chain’s mature customers.\(^5\) As a result, the company enjoys significant customer loyalty.

### They serve as role models for younger employees.

Younger workers need help and role models to emulate. Half of the respondents to a survey by the Society of Human Resource Management said many new workers lack overall professionalism, analytical skills, business knowledge, and written communication skills. Plus 50 workers can play a vital role in passing skills to younger workers.

The number of workers ages 50 and over will increase 34 percent from 2003 - 2012, a net increase of 12.5 million workers. The number of workers ages 16–49 will increase by just 3 percent, a net increase of only 2.7 million workers. *Source: Bureau of Labor Statistics, 2004*

### Employers need to wake up.

- Only 18 percent of U.S. employers have a strategy to recruit older workers.
- Less than a third of employers (28 percent) have a strategy to retain mature workers.
- Less than half (44 percent) of employers offer any kind of flex-time or part-time work opportunities that would make it easier for pre-retirees to transition into other careers.
- Only 24 percent of employers offer coaching or mentoring services to help retain older employees.\(^6\)

*Experience counts. Don’t let your business be left behind.*

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4. AARP, “The Business Case for Workers Age 50+” page 34.