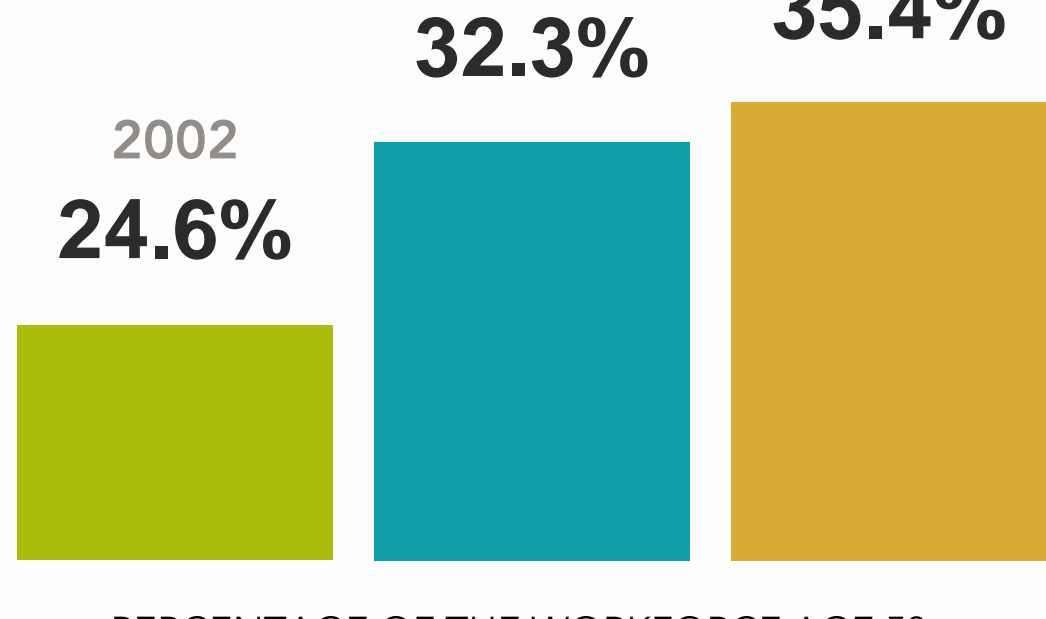


# Experienced workers can **(re)energize** the workforce.

Smart employers are  
**(re)examining** the workforce.  
And it's aging.



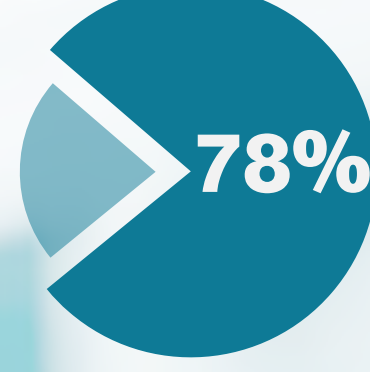
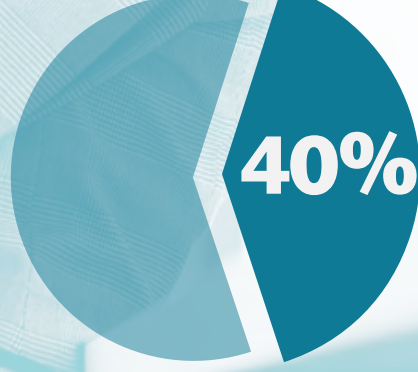
PERCENTAGE OF THE WORKFORCE AGE 50+

The key is  
**(re)engaging**  
with people 50+

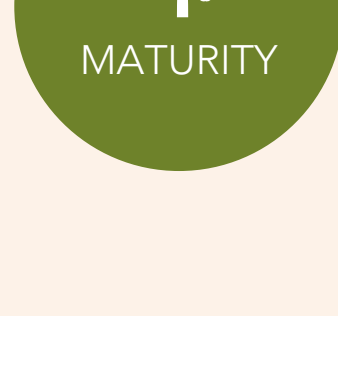
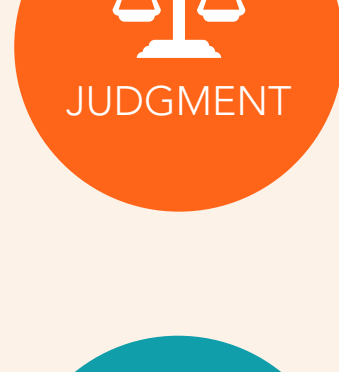
Employers ask: Where are all the talented people I need?

"I am having difficulty filling jobs."  
- U.S. EMPLOYERS

"I am concerned about the availability of key skills."  
- U.S. CEOS



It's **(re)markable**  
what experienced workers offer:



**(re)investigate**  
the power of engagement.

Employee engagement has implications for both retention and business results.



Experienced workers  
give you **(re)sults**.

**5%** = **3%** = **\$150M**

INCREASE IN ENGAGEMENT

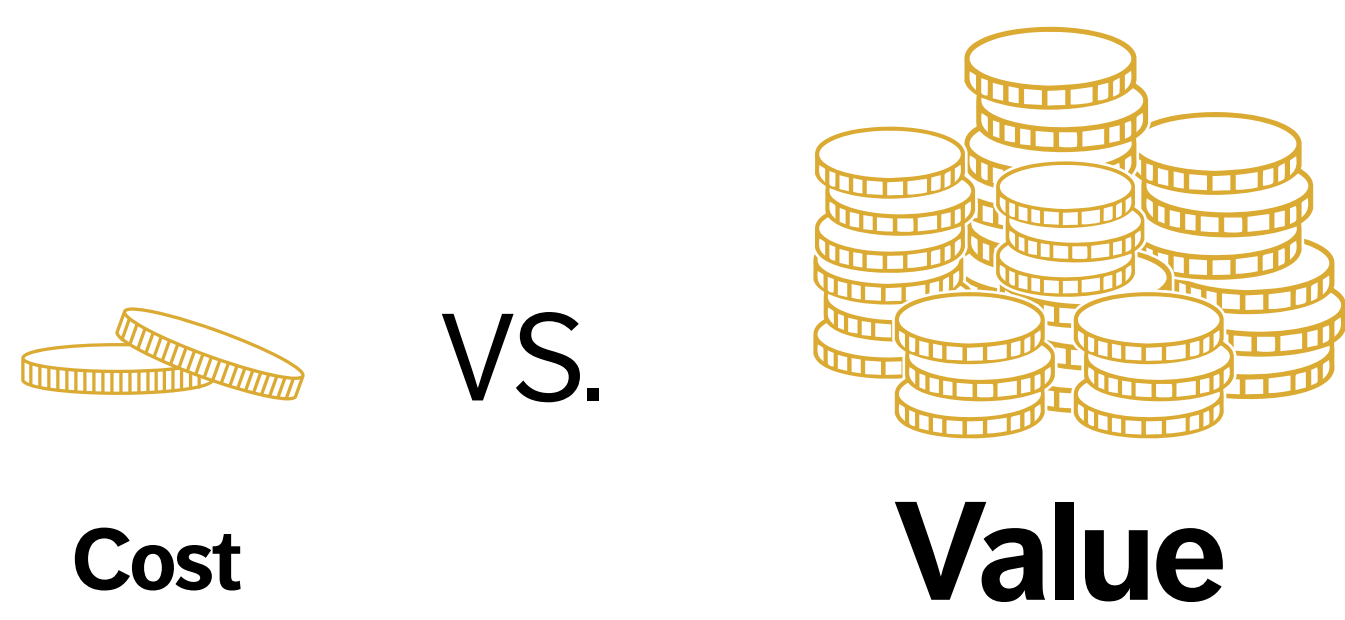
INCREASE IN REVENUE GROWTH

ADDITIONAL REVENUE

FOR A \$5 BILLION COMPANY

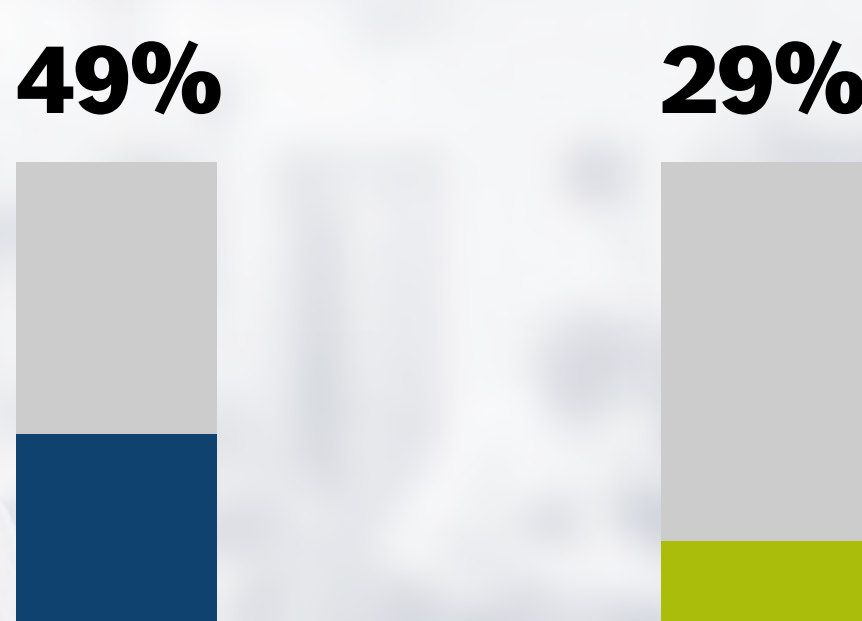
It's time to **(re)think**  
the cost of experienced workers.

Recruiting and retaining workers age 50+ may increase labor costs by only 1-2%, yet the value they bring to your business yields net-positive results.



**(re)examine** the equation.

Lower unexpected turnover = Reduced potential turnover cost



PERCENTAGE OF WORKERS WHO POSE A RISK OF UNPLANNED TURNOVER

Ready to **(re)think**  
your hiring strategy?

Read AARP's report *A Business Case for Workers Age 50+: A Look at the Value of Experience 2015*.

50+ workers are a critical component of successful business.

[Find Out More](#)

