AARP Real Possibilities

Experienced workers can (re)energize the workforce.

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

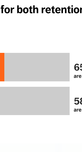
PERCENTAGE OF THE WORKFORCE AGE 50+

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

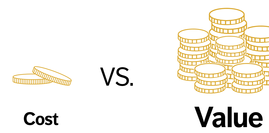


It's (re)markable what experienced workers offer:

- JUDGMENT
- STRONG WORK ETHIC
- INDUSTRY KNOWLEDGE
- MATURITY

(re)investigate the power of engagement.

Employee engagement has implications for both retention and business results.

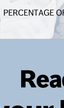


Experienced workers give you (re)sults.

5% INCREASE IN **ENGAGEMENT** = **3%** INCREASE IN **REVENUE GROWTH** = **$150M ADDITIONAL REVENUE** FOR A $5 BILLION COMPANY

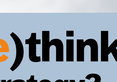
It's time to (re)think the cost of experienced workers.

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.



Cost

VS.



Value

(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

LET'S (RE)WORK WORK

AARP Real Possibilities

Questions? Contact S. Kathi Brown at sbrown@aarp.org **or Heather Tinsley-Fix at** HTinsley-Fix@aarp.org

Source: A Business Case for Workers Age 50+: A Look at the Value of Experience 2015

www.aarp.org/businesscaseforworkers50plus

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