How to ATTRACT & RETAIN Older Workers

Create nontraditional recruiting strategies.
- Partner with senior associations to advertise positions.
- Supplement standard recruiting packages with material designated for older workers.
- Post job announcements on your Web site and show pictures of workers of all ages.
- Remember to identify your company as an "Equal Opportunity Employer" and add, "This Company values workers of all ages.

Promote opportunities for older workers to update their skills.
- Ensure that older workers receive the same access to employer-provided training as their younger colleagues.
- Encourage older workers to seek to stay competitive in the increasingly technology-based economy.
- Review training programs to address multiple learning styles. Avoid one-size-fits-all approach.

Think options and flexibility.
- Telecommuting or Job Sharing.
- Pursue phased retirement as an alternative to standard retirement policies.
- Explore innovative ways to avoid career stagnation for long-tenured employees.

Utilize this tremendous source of experienced human capital.
- Tap into the loyalty, productivity, experience and maturity of older workers by using them as mentors.
- Use cross-generational training and teams so that workers of all ages can learn from and appreciate each other while adding value to the workplace.
- Bring back retirees full or part time to use their experience and know-how.

Consider "out of the box" benefits.
- Tailor programs to people's needs and desires within a reasonable cost structure that will build loyalty and increase productivity.
- Reconsider private pension plans that penalize work by older employees and revise them to be more age-neutral.
- Consider greater use of "cafeteria" style benefit packages to facilitate the hiring of older workers in flexible work arrangements.

Combat negative stereotypes.
- Offer management-level training and employee workshops to eliminate age-related bias in the workplace and educate managers about the value of older workers.
- Ensure that age bias plays no part in hiring, training, or retention decisions.