



careerbuilder.com®

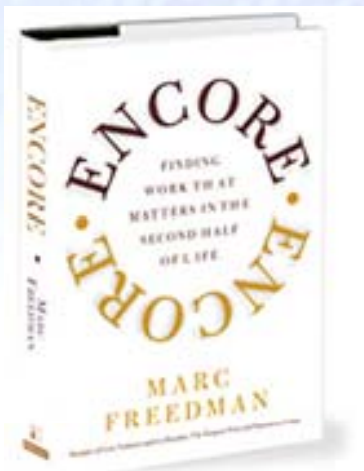
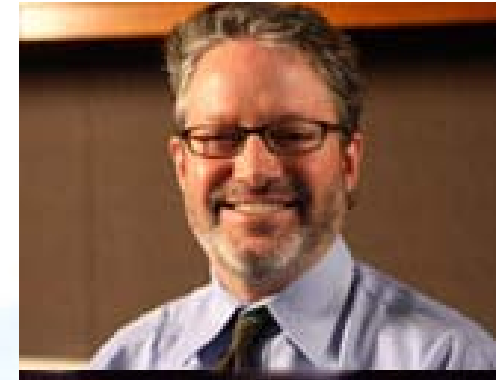
Generational Branding: Boomers and Retirees

Marc Freedman

START BUILDING

About the Speaker – Marc Freedman

- Founder and CEO of Civic Ventures, a think tank and incubator working to help society achieve the greatest return on experience
- Co-founder of Experience Corps, the nation's largest nonprofit national service program engaging Americans over 55



- Established Encore, the leading the call for millions of baby boomers to become a vital workforce for social change
- Author of *Encore: Finding Work That Matters in the Second Half of Life* (PublicAffairs Books, June 2007)

What is important to Baby Boomers?

- Baby Boomers are seeking more meaningful work in the second-half of life
 - Private practice doctors are working in free clinics
 - School teachers are joining the Peace Corps
- Employers need to appeal to their desires
 - Charitable contributions, donation matching policies and not-for-profit involvement are very important
 - Does the company contribute to the greater good?

Baby Boomers continued...

- Brand image and culture is essential
 - Employers must provide a unique approach when describing the company's core values and opportunities
- Boomers are loyal and have a strong work ethic
 - They value status and career paths, rather than vacation time and money
 - Company credibility
 - Detailed company and job profile along with company growth projections and future strategic outlook

What is important to Retirees?

- Unique initiatives for Retirees:
 - Health care coverage
 - Flexible work schedules
 - Greater control of their job
 - Ability to mentor others
 - Pursue other interests within the company
- Where are they re-entering the workforce?
 - Based on their income earnings before retirement:
 - **Lower-income** retirees move toward retail, part-time opportunities
 - **Higher-income** retirees find roles as consultants and independent contractors

Creating new generational programs

- Retiree programs:
 - Borders Books allows snowbirds to transfer between stores in different regions during the summer and winter months
 - Home Depot and AARP partner in the [National Hiring Partnership](#) to bring retirees back into the stores to utilize their experience and leadership
 - IBM's "[On Demand Community](#)" program is set-up to make a greater impact in retirees volunteerism

Baby Boomers and Retirees

Baby boomers are inventing a new stage of work. As their numbers swell, they are transforming work itself – and creating a society that works better for everyone

How to Enable the Encore Workforce:

- Think Encore – support and promote second careers
- Clear the debris – clear out red tape that inhibit retirees reentering the workforce, such as threat of retirement benefit loss
- Sweeten the Pot – allow Encore workers to volunteer and participate in purposeful uses of their skills
- Expand health coverage – extending modified health benefits can entice Encore workers and provide valuable talent
- Offer more than a break – model other companies who support short periods of leave and give Encore workers freedom to participate in activities outside of work
- Revamp the workplace – encourage a culture of inclusion that values the contributions of Encore workers and craft positions that play on their wisdom
- Invest in innovation – telecommuting and enabling snowbirds can engage many Encore workers

Questions the Encore Workforce is Asking

Understanding the priorities and values of these generations is integral to ensure your opportunities appeal to the Encore workforce

- How would I like to spend the next 5, 10, or 20 years of my life?
- What community or national or global problems motivate me to act?
- How much income do I need to earn?
- Do I want to stay in the same field or explore something new?
- Do I want to start my own organization or work for an existing one?
- Am I willing to go back to school or get another training?