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10 Benefits of hiring the boomer generation

1. The boomer generation is the largest cohort of the population, making this the largest source of available workers; many want to contribute or have to continue earning.
2. The boomer generation is well trained and has a wealth of experience to bring to the workforce. These facts can reduce training costs and increase the speed of contribution and impact by these hires.
3. Many boomers have been self-employed or held leadership positions that required them to be entrepreneurial; they can bring a record of accomplishment to help you to reach your vision. Boomers have well honed problem-solving skills, a sense of loyalty and commitment to their employer.
4. Boomers are one of the 'un-tapped' sources of mentors for emerging professionals and leaders. Hiring boomers can have long term benefits for employers.
5. Because boomers want to work in fields that they are passionate about they come as focused experts ready to contribute.
6. Boomers value and opt for work that aligns with their values and purpose in life. This is an asset when aligned with purpose driven organizations.
7. Many boomers need to supplement their pensions or other incomes by working part-time; they want the flexibility to be able to do family or leisure activities. This allows employers to reduce employment costs and use resources at times of peak demand.
8. Many boomers have benefit plans available through their pension, spouse or government programs. This fact can reduce your employment costs.
9. Boomers have spent their lifetime building a network of contacts that can help your business.
10. Boomers are the largest group of consumers; hiring them allows you to 'mirror' your customer base.