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The Mature Workforce – Putting Experience to Work

Canada is facing an imminent skills shortage as the Baby Boom generation prepares to exit the workforce. There have been reports, research studies and statistics that indicate a huge demographic shift is taking place in the workforce. Since 1964 there has been a decline in the birthrate that will create a shortage of younger candidates entering the labour market. People are living longer, they are healthier, and they want to continue working and being productive. The Mature Workforce is ready and willing to fill the looming skills shortage, but when was the last time someone in the 50+ age group was considered for a position in your company?

Both the federal and provincial human rights codes forbid discrimination based on age. Yet, according to a study done by Human Resources and Skills Development Canada (HRSDC), over one third of those people responsible for hiring indicated that there was an age they considered “too old”. This is despite the fact that the HRSDC found that when employers made hiring decisions based solely on performance that the average age of their employees increased by as much as 10 years.

Research has shown that at least one third of Canadians want to continue working past the traditional retirement age. In order to stay competitive, and prevent the loss of the extensive experience of older workers, employers must consider ways to appeal to their unique needs. In its 2002 General Social Survey, Statistics Canada cited a number of factors that could encourage retirees to remain on the job. One of these was flexible work schedules. In fact, 28 percent of recent retirees said they would have continued to work if they had been able to work part-time, making them ideal candidates for contract positions that are not traditionally nine to five roles.

Drake’s newly acquired solution for the Mature Workforce, Prime50, has developed a new whitepaper (at www.drakewebinars.com) that discusses the Mature Workforce in depth. The whitepaper goes into extensive detail to dispel the misconceptions that surround this age group and describes in detail the benefits to business that the 50+ worker can offer from a foundation of experience, energy and loyalty.

To find out more on how Prime50 can put experience to work for your organization, please contact Barry Witkin at +1 416 216-1078 or visit Drake’s website for a complimentary webinar on this topic which will be presented on February 22, from 12 p.m.–1 p.m. EST. Register at: www.drakewebinars.com.