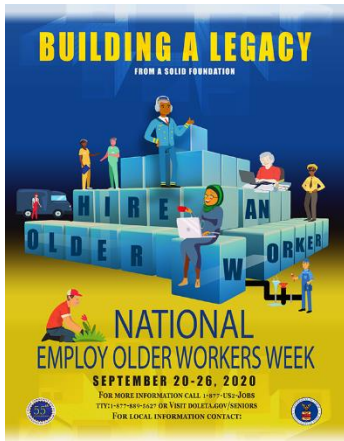


## A4TD's Nugget of Knowledge – Special Edition

September 25, 2020

### Greetings Everyone ~ Happy National Employ Older Workers Week



#### Do you appreciate your worth? . . .

This week the U.S. Department of Labor and all of the organizations like A4TD that operate the SCSEP program are commemorating **National Employ Older Workers Week**. Most importantly, we are celebrating you!

The U.S. Bureau of Labor Statistics estimates that by 2022, workers aged 55 and over will make up 26.5% of the labor force. (In 1994 you only made up 12% of the workforce.) That’s an incredible number, and it’s a very positive one as well, because the “Boomers and beyond” population offers many very important benefits to an employer.

The following list of benefits comes from Nicole Cavazos for Zip Recruiter and from Libby Sartain, member of the board of directors of the Society for Human Resource Management. You may take these attributes for granted – sometimes we assume that what we offer is a normal trait held by everyone. So we encourage you to read this list and truly take it in – seeing yourself the way we see you!

- **Gravitas** – a serious respect for the work being done.
- **Loyalty** to an organization and its cause (as opposed to primarily investing in one’s own success).
- **An old fashioned communication style** that knows how to say something diplomatically, when to say it, and when to be quiet.
- **Focus** – Unlike younger workers who have many online diversions such as texting and chatting, older workers aren’t used to these distractions and can be counted on “to produce focused, attentive and detail oriented work that is reliably on-time and with fewer errors.”
- **Experience, wisdom and perspective** – which is an excellent counterbalance to the energy and new ideas contributed by younger workers. Employers benefit most from the interplay of all of these traits.

- **Motivation** – Older workers are often more engaged and motivated than younger workers. An AARP study found that older employees are 7% more engaged than workers under age 55, and 4% more motivated.
- **Baseline skills** – Older workers bring more baseline skills like professionalism and work ethic, critical thinking and problem solving, and lifelong learning and self-direction to their jobs.
- **Productivity** –Productivity actually increases with age, even in an environment requiring substantial physical activity.
- **Desire to Learn** – More than 8 in 10 workers aged 45 to 65 say that the opportunity to learn something new is an essential element in their job.
- **Low turnover risk.** Older workers aren't looking for the next great opportunity and are more likely to remain with an organization.

*With gratitude for you and for the enthusiasm and commitment you bring to your SCSEP training experience, we honor you during this National Employ Older Workers Week!*



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### **With A4TD and SCSEP, Every Week is Employ Older Workers Week . . .**

At any given time, A4TD is serving over 700 of you as participants in the SCSEP program. We know that many, many, many of you have invaluable work- and training-related success stories that would motivate and inspire others. Would you like to share? I'd love to include these in future Nuggets. We'd also like to tell the world about you through social media like our Facebook page. What motivates you? What makes you a great hire? What kind of work do you enjoy? What do you have to offer? All of these are things we would like to promote.

We can capture your story in many ways. You can send it to me in an email. We can talk by phone and I will write down your thoughts. Alternatively, you can participate in a Zoom video call hosted by A4TD with other SCSEP participants, sharing your thoughts as part of a group. Please let me know if you would be interested and willing to share!

We are so proud of each and every one of you.

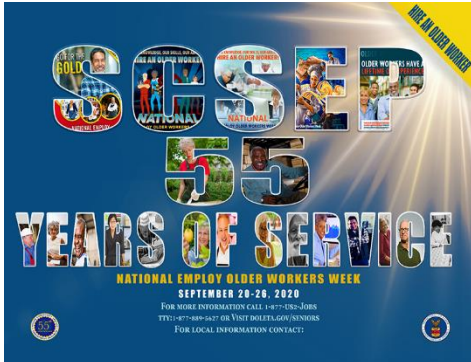
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## A Final Thought . . .

*“There is a fountain of youth: it is your mind, your talents, the creativity you bring to your life and the lives of people you love. When you learn to tap this source, you will truly have defeated age.”*

~ — Sophia Loren, Italian Actress

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*Until next time, may you see and celebrate yourself as we do, recognizing and appreciating the many gifts and talents you have to offer. Stay safe and well.*

*Sincerely,*

*All of us here at A4TD*