



Many companies prioritise their recruitment policy on attracting young people but is silver the new gold when it comes to employing the older generation?

The traditional 9-5 is a distant memory, hybrid working is the new norm and the proportion of older workers is increasing. According to The Platinum Pound Report, older workers (classified as 50 and over) make up one third of the UK workforce and this will continue to grow in the coming years given the country's ageing population. The report also states that there are over 800,000 older people who are currently out of work but who want a job so is it time to rethink your recruitment strategy to harness talent regardless of age?

An article by LinkedIn says "Different generations bring diverse perspectives

and experiences to the workplace. Older employees can share their wisdom and institutional knowledge, while younger employees can contribute fresh ideas and technological expertise. This knowledge exchange fosters innovation and problem-solving." A multigenerational workforce offers different perspectives and viewpoints, different attitudes and communication styles, a wealth of experience in all aspects of life, a broad range of knowledge and abilities and a wide range of skills to deliver rewarding diversity and inclusion for your business.

The older generation might be slower to adopt new technologies but they have life experiences that the younger generation are still yet to enjoy. Depending on a worker's stage of life, your company can benefit from different experiences of work, education, family, health, money,

challenges, setbacks and important decisions. If you want your product, brand or service to appeal to a wider audience, you could reap the rewards of a multigenerational workforce. There are many papers written that provide evidence that workers of all ages broadly value the same things so they should be invested in collaborative success.

An all-inclusive workforce, that embraces all ages could be the key to success to harnessing talent in your workforce. Negative attitudes towards older workers can be a barrier to hiring but if you can move past the stereotypes with a flexible workforce policy, you will leverage the unique strengths of each generation for an engaged company that supports and learns from each other.