

4 Ways to Attract and Hire Workers Aged 64 to 75



Employees in this age bracket bring valuable skills to your organization such as work experience, interpersonal skills, relevant consumer perspectives, and mentor capabilities. Below are four ways to help you recruit this talent.

1

Finding: Talent in this age bracket is less likely to be searching for jobs on recruiting sites or social media, like LinkedIn. Instead, this generation is more commonly acquired at local job fairs or through a recruiter.

2

Culture: Typically, employees in this demographic place a higher emphasis on culture than on wage. Are the hours flexible? Can they work from home? Will they have access to a gym or cafeteria?

3

Social Positions: Employees of this generation thrive in social working positions. Their work and life experiences make careers in call centers, retail, entertainment and education a good fit for their skill set.

4

Training: Regardless of industry, be prepared to offer training at every skill level. Workers aged 64 to 75 are the most adaptable in the workplace—having experienced dramatic technological evolutions over the years—and are eager to have the opportunity to continue to learn and grow.