



# AGE-FRIENDLY WORKPLACE INITIATIVE

Changing the Narrative in Colorado

# WE HEARD FROM OLDER PEOPLE ACROSS COLORADO



**iAging**  
EVOLUTIONS FOR AGING

**CHANGING THE NARRATIVE**  
Ending Ageism. Together.

**AGE-FRIENDLY WORKFORCE RESOURCE GUIDE**

Are you looking for training resources?  
Do you want to recruit and hire older workers?  
Do you want to join the growing number of smart organizations that want to be recognized as being age-friendly?

These resources, compiled by iAging for Changing the Narrative Colorado's Age-Friendly Workforce Initiative, can help you.

**TRAINING AND EMPLOYMENT FOR PEOPLE AGE 50+**

Work 50+ A collaboration of The AARP Foundation and local partners, this program provides training and tools that older adults need to compete with confidence in the workforce. Trusted local partners that specialize in working with older job candidates can provide search coaching, build computer skills, and match each candidate with the right job. Partners in the seven-county Denver metro area include:

**Arapahoe Douglas Works** <http://www.adworks.org/>  
303-636-1160 - 6974 South Lima Street, Centennial, Colorado 80112

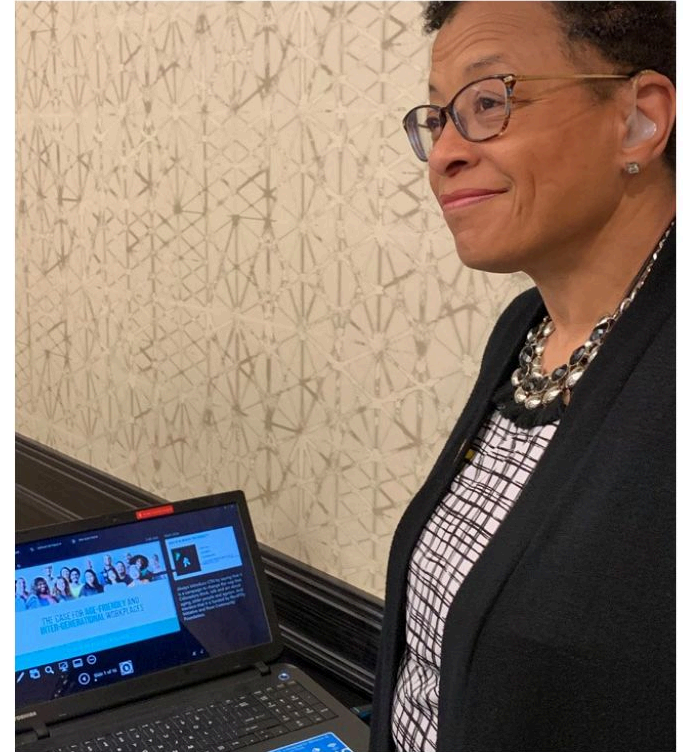
**Jewish Family Services** <https://www.jewishfamilyservice.org/>  
303-597-5000 - 3201 South Tamarac Drive, Denver, Colorado 80231

Denver Economic Development and Opportunity

# KEY ACTIVITIES AND REACH

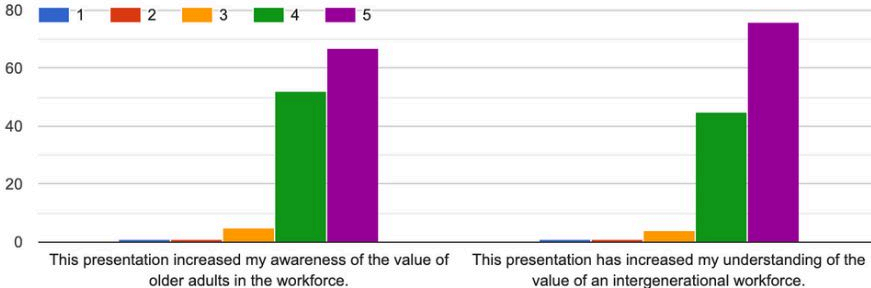
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- Created a “business case” **presentation**
- Trained 6 presenters
- **29** presentations to **900** business and civic leaders
- Developed a **resource guide** for employers who want to hire older workers
- Partnered with the Age-Friendly Foundation to **certify Colorado businesses as age-friendly** [STARTING NEXT WEEK!]



# PRELIMINARY RESULTS

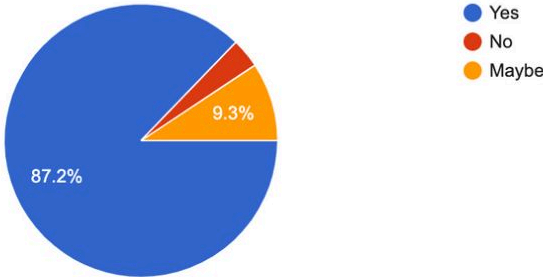
Multiple choice question



**INCREASED AWARENESS OF VALUE OF OLDER WORKERS & INTERGENERATIONAL WORKPLACES**

As a result of the training, I am more interested in hiring older workers

Responses

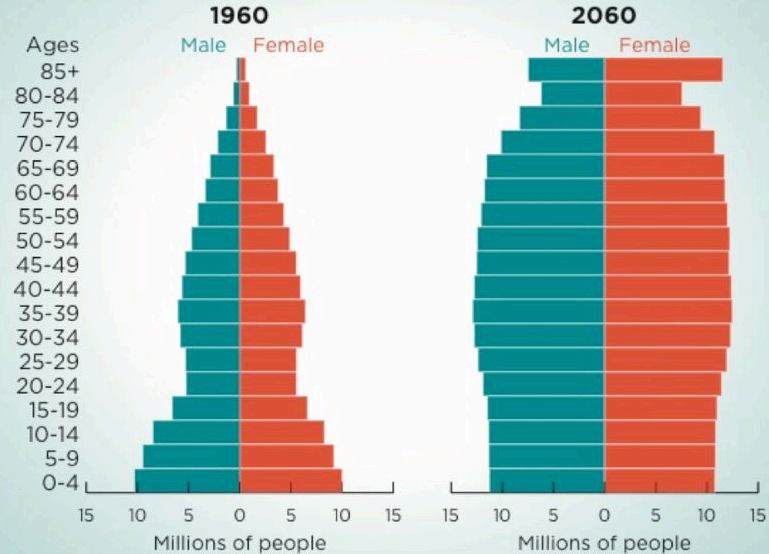


**INCREASED INTEREST IN HIRING OLDER WORKERS**

# WHY IS THIS IMPORTANT?

## From Pyramid to Pillar: A Century of Change

Population of the United States



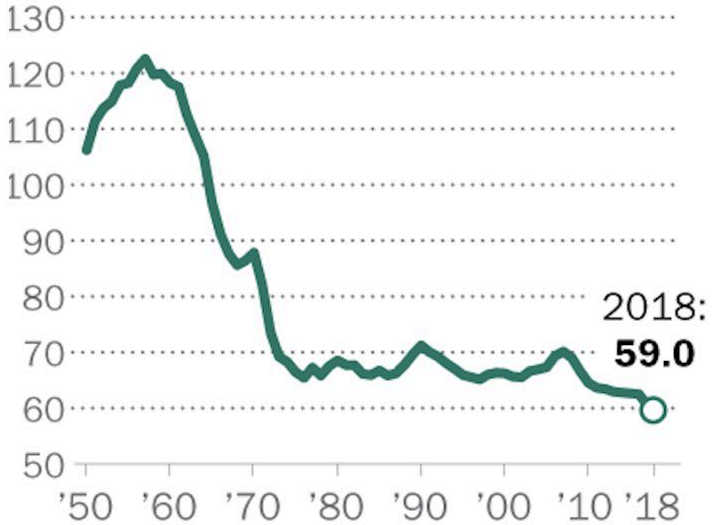
United States™  
**Census**  
Bureau

U.S. Department of Commerce  
Economics and Statistics Administration  
U.S. CENSUS BUREAU  
[census.gov](https://www.census.gov)

Source: National Population  
Projections, 2017  
[www.census.gov/programs-surveys/popproj.html](https://www.census.gov/programs-surveys/popproj.html)

# U.S. FERTILITY HIT AN ALL TIME LOW IN 2018

GENERAL FERTILITY RATE  
BIRTHS PER 1,000 WOMEN  
AGES 15-44



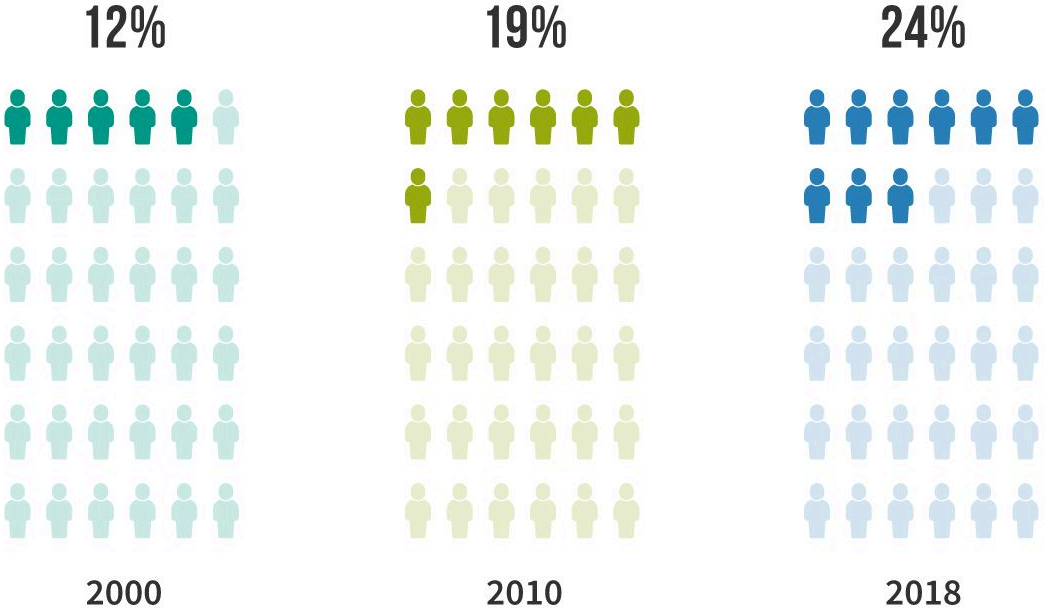
- Replacement fertility rate: 2,100 births per 1,000 women
- US: 1,765
- CO: 1,630



# IMPLICATIONS: CURRENT AND FUTURE **TALENT PIPELINES** WILL NEED EVERY GENERATION



# LABOR FORCE PARTICIPATION AGE 65+ | COLORADO



2018 Gallup: 41% of Americans expect to work past 65 | 2017 Transamerica: 65%



## BENEFITS OF MIXED AGE TEAMS

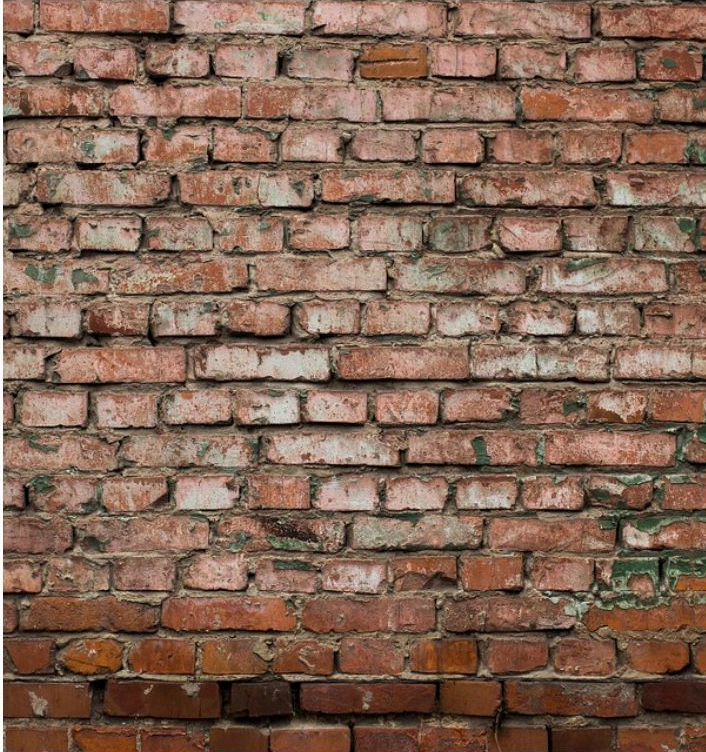
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- Reciprocal mentoring
- Improved team problem-solving and creativity
- Knowledge transfer
- **Productivity** and **profitability**



# WHAT GETS IN THE WAY OF LEVERAGING THESE BENEFITS?

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- Zero-sum thinking: Pitting younger vs.older
- Practices and policies rooted in the past
- Assumptions and stereotypes

# INSTEAD OF MAKING ASSUMPTIONS, LET'S LOOK AT THE RESEARCH ON OLDER WORKERS

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- Want to learn
- Are motivated to exceed expectations
- Have better communications and soft skills
- Are loyal and on average have 4x tenure of younger workers
- Can be an important source of transferring “how-to”, and mentoring
- And—older people staying in the workforce creates more economic opportunity for everyone, including younger workers

# SOME STEPS WE CAN TAKE

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- Invest in training and upskilling older workers
- Redesign workplaces (BMW)
- Remove age-identifiers from applications
- Include age in company diversity policies
- Train HR managers in implicit bias
- Use skills-based assessments
- Offer flexibility in time and location
- Encourage reciprocal mentorship
- *Become a Certified Age-Friendly Employer*



# THINGS WE ARE HEARING

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- Where do I find these older workers? Employers need resources and connection for this.
- Understanding the future workforce (demographic shift) is important.
- We need to look past our biases for future workers | provide implicit bias training | eliminate age identifiers.
- Will my jobs fit (e.g., advanced manufacturing)?
- Marketing the future older workforce is important.
- Economic development specialists get this.

**HOW CAN YOU HELP?**