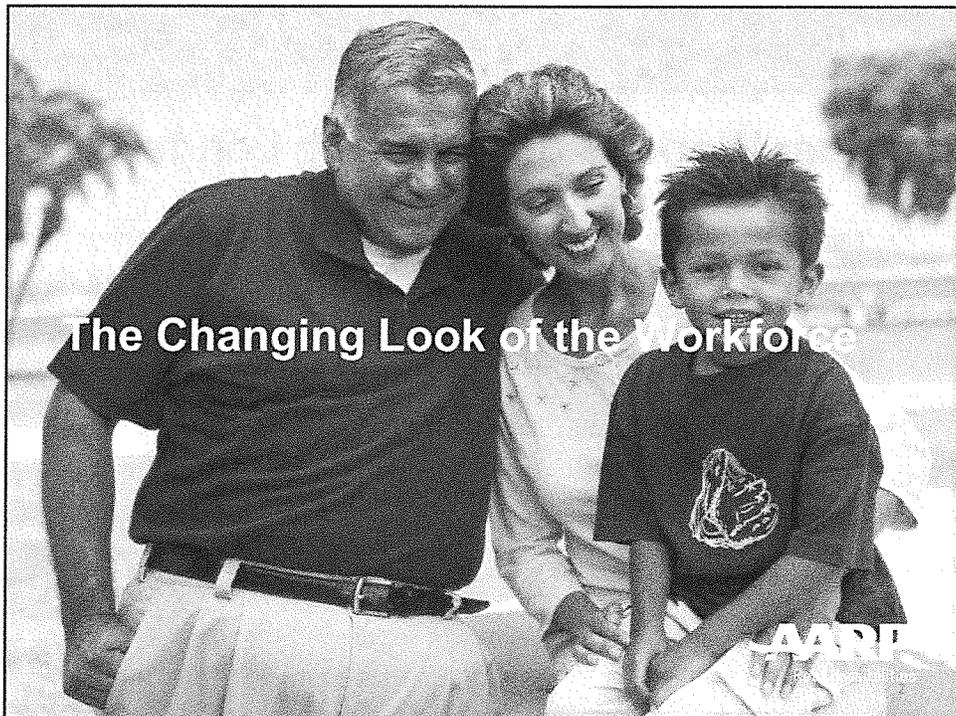


Reimagine  
Realizing  
Reaching  
Richer  
Rewarding  
Romance  
Responsible  
Rock 'n' Roll  
Relaxing  
Reforming  
Richer  
Rewarding  
Reimagine  
Realizing  
Reaching  
Richer  
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Romance  
Responsible  
Rock 'n' Roll  
Relaxing  
Reforming  
Richer

# Overview of AARP's Workforce Resources



**AARP**  
Real Possibilities

Reimagine  
Realizing  
Reaching  
Risk

**Lower Birth Rates**

**Aging of the U.S. Workforce: +76m Baby Boomers**

**4 Generations Working Side-By-Side**

**Reversal of Retirement Trends**

**High Talent Among the Unemployed**

**Concerned About Stability**



3

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Reaching  
Risk

## Older Workers are Working Longer...

- Nearly eight in ten (78%) workers ages 50+ are working or looking for work today due to financial and health insurance needs.
- More than three in four (77%) employed workers ages 50+ plan to remain in their current job until they stop working completely.
- Approximately eight in ten 50+ workers consider the availability of employer provided health insurance (82%); a pension, 401(k) (77%), or other retirement plan; and paid time off (80%) as important considerations in the decision to stay at their job (or the decision to accept a job).

4

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Real Possibilities

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Reaching  
Richer  
Retirement

**Today's "retirement" is active, engaged,  
and productive**

**It's Doing  
Something  
Else!**

5

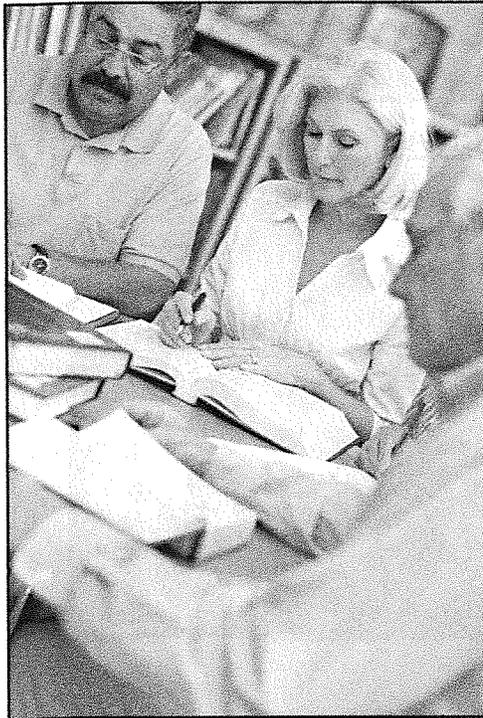
**AARP**  
Real Possibilities

Reimagine  
Realizing  
Reaching  
Richer  
Retirement

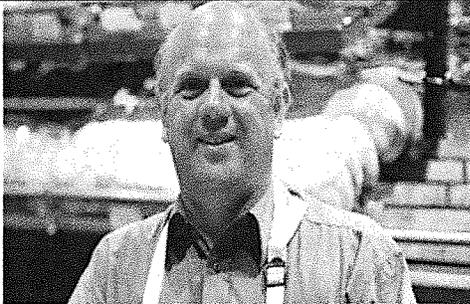
**New Context for Work & Retirement**

Older Worker's Ideal Job	Retention Practices
<ul style="list-style-type: none"> <li>• Makes use of one's skills and talents</li> <li>• Offers friendly work environment</li> <li>• Chance to do something worthwhile</li> </ul>	<ul style="list-style-type: none"> <li>• Flexibility</li> <li>• Competitive Benefits</li> <li>• Restructured Job / Environment</li> <li>• Training &amp; Development</li> <li>• Fair &amp; Diverse Workplace</li> </ul>

6



AARP's Workforce Programs



Life Reimagined<sup>SM</sup> for Work



**AARP**  
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Realizing  
Reaching  
Risk  
Reward  
Work

## Life Reimagined for Work:

**Employers:** can target the most appropriate and qualified experienced workers

**Experienced workers:** can take advantage of the benefits and power of networking

**Everyone:** can learn how to better navigate the realities of today's workplace, and capture tips and advice for more satisfying and rewarding careers

9

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Reaching  
Risk  
Reward  
Work

## Life Reimagined for Work:

- Is a social network-based program that leverages the power of LinkedIn
- Serves as a bridge between employers and experienced job seekers to enhance employers' recruiting while expanding options for experienced workers
- Showcase job opportunities at employers-of-choice for experienced talent
- Facilitates peer-to-peer interaction between job seekers and employers in the Work Reimagined group on LinkedIn, over 6,500 strong

10

Life Reimagined™ for Work

Stories About Work Log In Sign Up

Find a Job Manage Your Career Start a Business Explore Your Options



**Find A Job**  
Explore

**How I Got the Job: The 4 Year Search**  
ARTICLE by Sarah Ma. on 6/21/13  
Memorial Day weekend, 2009, left Brian Handley feeling like the luckiest.  
Read more

**New Webinar: Fatal Job Hunt ...**  
DISCUSSION by Matthew on 5/26/13  
No matter how well you drive, you still have to pass the road test. Likewise, [...] [Read more](#)

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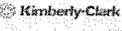
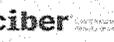
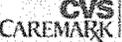
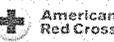
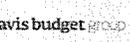
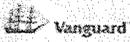
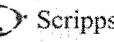
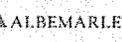
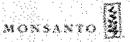
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Real Possibilities

Reimagine  
Realizing  
Reaching  
Risk

## Work Reimagined Pledge

“ We believe in **equal opportunity** for all workers, **regardless of age**, and that 50+ workers should have a level playing field in their ability to compete for and obtain jobs. **Recognizing the value of experienced workers**, we pledge to recruit across diverse age groups and to **consider all applicants on an equal basis** as we hire for positions within our organization.”

12

 <b>1670 Jobs</b>	 <b>1305 Jobs</b>	 <b>451 Jobs</b>	 <b>411 Jobs</b>	 <b>253 Jobs</b>	 <b>252 Jobs</b>
 <b>124 Jobs</b>	 <b>114 Jobs</b>	 <b>110 Jobs</b>	 <b>107 Jobs</b>	 <b>97 Jobs</b>	 <b>78 Jobs</b>
 <b>68 Jobs</b>	 <b>66 Jobs</b>	 <b>64 Jobs</b>	 <b>64 Jobs</b>	 <b>64 Jobs</b>	 <b>60 Jobs</b>
 <b>53 Jobs</b>	 <b>51 Jobs</b>	 <b>49 Jobs</b>	 <b>44 Jobs</b>	 <b>36 Jobs</b>	 <b>31 Jobs</b>
 <b>29 Jobs</b>	 <b>28 Jobs</b>	 <b>24 Jobs</b>	 <b>24 Jobs</b>	 <b>21 Jobs</b>	 <b>21 Jobs</b>



reimagine  
Realizing  
Reaching  
Rising

# AARP Best Employers

## FOR WORKERS OVER 50<sup>®</sup>

CO-SPONSORED BY



SOCIETY FOR HUMAN RESOURCE MANAGEMENT

[www.AARP.org/BestEmployers](http://www.AARP.org/BestEmployers)

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## Encore Entrepreneurs: An AARP and Small Business Administration Collaboration



reimagine  
Realizing  
Reaching  
Risking  
Reaching

About **7.4 million Americans**  
over the age of 50 work for  
themselves.

**AARP**  
Real Possibilities

Reimagine  
Realizing  
Reaching  
Risk

**AARP**<sup>®</sup>

**SBA**

U.S. Small Business Administration

[www.AARP.org/StartABusiness](http://www.AARP.org/StartABusiness)  
[www.AARP.org/WorkResources](http://www.AARP.org/WorkResources)

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Risk

AARP and SBA are working jointly to link **100,000 Americans over age 50** with small business development resources, including live workshops, conferences, and mentoring programs to give them the support they need to start or grow a business.

18

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Realizing  
Reaching  
Risk

**Boomers start businesses.**

Older entrepreneurs are having **success.**

More Boomers **envision** becoming an entrepreneur.

19

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Risk

**27.7%** of new entrepreneurs are between the ages of **45-54.**

**20.9%** of new entrepreneurs are between the ages of **55-64.**

20

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Real Possibilities

Reimagine  
Realizing  
Reaching  
Risk  
Rewarding

**1 in 4 Americans between ages 44 and 70 are interested in starting their own business or nonprofit within the next five to 10 years.**

21

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Realizing  
Reaching  
Risk  
Rewarding

**AARP supports developing opportunities for older Americans to pursue entrepreneurship as a means to generate income, boost financial security, and assist others in meeting needs.**

22

**Join for Just \$16 A Year**

- Discounts on travel and everyday savings
- Subscription to AARP The Magazine
- Free membership for your spouse or partner

[Join Now](#)

**Your Guide To SELF-EMPLOYMENT**



[Join Now](#) [http://aarp.org/ceby/cebyes](#)

**Need a Small Business Mentor?**

This April, AARP and the Small Business Administration will co-host "Mentor Month" activities nationwide, including workshops, one-on-one mentoring sessions and brown-bag lunches. Find local events using this interactive map.

**YOUR WORK**

**Retirement Gamble: Wake-Up Call on 401(k) Fees**  
Apr 24, 2013 5:08 PM

**Home Ownership and the Value of Paychecks**  
Apr 23, 2013 4:36 PM

[More From the AARP Work Blog »](#)

**Work & Retirement TOOLS**

 **Retirement Calculator**

 **Social Security Benefits Calculator**

 **401(k) Fee Calculator**

[See All Work Tools »](#)

**Start A BUSINESS**

**Help for Small Business Owners**  
Check out free events in April. [Read](#)

 **Can You Afford to Start a Small Business?**  
Learn how to predict — and lower — your costs. [Read](#)

 **5 Financing Options: Start a Business Later in Life**  
Learn the ins and outs of financing a post-retirement business. [Read](#)

**Small Business IT Support**  
[www.envision-consulting.com](http://www.envision-consulting.com)  
Affordable Unlimited Support Plans for SMBs at a Fixed Monthly Cost!

**Business Plan Template**  
[BusinessPlanTemplate.Growthink.com](http://BusinessPlanTemplate.Growthink.com)  
With My Fill-In-The-Blanks Template Personalize, Print and You're Done!

**SBA 7(a) Business Loans**  
[www.lendio.com/sba-loans](http://www.lendio.com/sba-loans)  
Now Accepting Applications for the SBA 7(a) Loan Program. [Apply Today!](#)

[www.AARP.org/BestEmployers](http://www.AARP.org/BestEmployers)

**You've Earned a Say**

Urge your members of Congress to leave Social Security out of any budget deal

[Speak Up Now!](#)

**JOBS YOU MIGHT LIKE**

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Reaching  
Risk

**Connect with AARP on Social Media:**

**Twitter:**  
 @AARPMoney  
 @AARP  
 @WorkReimagined

**LinkedIn:**  
 Search groups for *Work Reimagined*

**Facebook:**  
[www.facebook.com/AARP](http://www.facebook.com/AARP)  
[www.facebook.com/WorkReimagined](http://www.facebook.com/WorkReimagined)

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Rich  
Rewarding  
Retirement

## Online Resources

[www.aarp.org/workresources](http://www.aarp.org/workresources)

[www.aarp.org/startabusiness](http://www.aarp.org/startabusiness)

[www.aarp.org/bestemployers](http://www.aarp.org/bestemployers)

[www.workreimagined.org](http://www.workreimagined.org)

[www.aarp.org/employers](http://www.aarp.org/employers)

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## Questions?

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Real Possibilities

