

Age Management

Supporting organisations to manage age successfully in the workplace

The most important asset of any business is its workforce. Recruiting and retaining the best workers is vital to company success, and particularly during a recession. In past downturns many organisations lost the skills and experience of the 50+ generation and were then poorly placed to move forward quickly when conditions improved. Age Management, as we call it, is a relatively new concept but one that progressive organisations are looking to address.

What is age management and why does it matter?

All the countries and regions of Europe are facing demographic change as a result of ageing populations and falling birth rates. The ageing population brings with it many challenges. Increasingly it has become more important for organisations to understand the impact of these on their workforce and customers/ clients so that solutions can be sought to address the issues arising.

The challenges may relate to:

- creating an organisational culture that values talent regardless of age
- workforce planning
- health and wellbeing of the workforce, or
- ergonomics and job design

Age management refers to managing an age diverse, though increasingly ageing workforce. Age management requires a multi-disciplined approach, drawing from demographics, learning and development, occupational health, work design/ergonomics, career planning and a number of other disciplines.

Identifying the key age risks in your organisation is a first step towards understanding the business case for age management.

Examples of key age risks:

1. Increasing mismatch between the competencies and characteristics of the available labour pool and those required
2. Loss of operational knowledge caused by exits and retirements
3. Impaired productivity
4. Falling or stagnating growth
5. Declining health and wellbeing of workers
6. Limited capacity amongst the organisation's managers and leaders to assess and respond to the changed environment

Understanding fully the age related risks to the organisation will enable a plan to be devised to mitigate, and so far as possible eliminate, the identified risks.

What we offer

Fair Play and TAEN can offer help with finding solutions to these issues using:

- our knowledge in regards to the impact of demographic change
- a team of experienced consultants with expertise in age management; and
- a range of proven age management tools

Fair Play and TAEN can provide a range of services including age audits (using the unique Age Driver performance management tool), age diversity training and age proofing of policies and practices. All our solutions are tailored to your organisation's needs.

About us

Fair Play and TAEN have developed a unique partnership over the past four years, working to develop new approaches to managing age in the workplace, and are now bring together their expertise in age management to offer a comprehensive package of support to employers.

TAEN - The Age and Employment Network - was established in 1998 to help create an effective labour market for people in mid and later life, for employers and for the economy. TAEN has grown into an internationally recognised organisation providing insight into age and employment issues. TAEN has expertise in key areas of age and business management and is a registered charity, working in a strategic partnership with Age Concern and Help the Aged.

The Fair Play Partnership is an independent community interest company, established in 2003, which works to promote equality and diversity in the workplace, and public and community life. Fair Play has expertise in both age and diversity management, which has been developed through many years of providing support to a range of public, private and voluntary sector organisations.

Next steps

If you would like any further information about our age management solutions or to set up a free introductory meeting then please contact a member of the Fair Play or TAEN team for an initial discussion.

TAEN

207- 221 Pentonville Road

London N1 9UZ

Tel: 020 7843 1590

Fax 020 7843 1599

Email: info@taen.org.uk

Web: www.taen.org.uk



THE FAIR PLAY PARTNERSHIP

Shine, Harehills Road, Harehills

Leeds, LS8 5HS

Tel: 0113 388 00 66

Email: mail@fairplaypartnership.org.uk

Web: www.fairplaypartnership.org.uk