

### 50 PLUS – THE 40PLUS OF YESTERDAY

#### What's this about?

The demographic change caused by the retirement of the baby boomers is putting the 50 plus generation more and more into the focus on the labor market. Since the following generations are smaller and people are getting older at the same time, the number of pensioners in relation to the working population is constantly increasing. Fewer working people have to pay for more pensioners. Companies are threatened with the loss of valuable know-how due to the retirement of specialists. Companies are responding to the resulting skills shortage workers with various measures. On the one hand, they try to attract interesting employees by maintaining the employer brand (employer branding). They try to keep them in the company (retention management) and develop them further (talent development). On the other hand, positions are filled by skilled workers through immigration. Efforts are also being made to encourage well-educated mothers to work by offering family-friendly employment models.

#### Increased interest in employees 50plus

Finally, specialists and managers 50plus are experiencing increased interest. These should be kept in the labor market with flexible working time models beyond retirement age. Concerning the generation 50plus a rethinking must take place therefore. In times of economic prosperity, many of that generation have flirted with early retirement. Today, just as many are likely to think about remaining in the work process beyond retirement age. Due to financing problems in old-age provision, an increase in the retirement age towards 70 years is likely scenario. At some point in time, the age of 50 will no longer represent the entry into the last third of working life. Many careers, at least of academically educated employees, only really take off around 30. The age of 50 thus marks the middle of a career that ends at 70. The 50plus of the future should be the 40plus of the past.