

50PLUS – THE NEW 40PLUS

Rethinking experienced professionals

As the baby boomer generation approaches retirement, companies face the risk of losing essential expertise. The demographic shift is tilting the balance between working population and retirees. To counter the talent shortage, employers focus on employer branding, talent development, and skilled immigration. At the same time, there's renewed interest in well-qualified mothers – and in professionals aged 50 and above.

From early retirement to extended work lives

Early retirement used to be a coveted goal – today, many professionals consider staying in the workforce beyond retirement age. With pension ages rising toward 70, our view of career stages is changing. A person starting their real career at 30 is only halfway through at 50. Companies and society must rethink how they support and engage experienced staff. Tomorrow's 50plus is yesterday's 40plus – just with more insight.