

CAREER 50PLUS

A new midpoint in working life

Demographic shifts, talent shortages and a fast-changing economy are reshaping careers. Turning 50 no longer marks the beginning of the final career chapter – it's often the midpoint of a professional life extending to 70. Job changes at 50plus are becoming more common, making long-term planning more important than ever. Those who align their work early with their strengths and low-energy tasks have the best chances for lasting success.

Plan ahead – don't start late

The success factors of a 50plus career aren't new – they just need more consistent application. While the brain remains capable of learning throughout life, major retraining efforts tend to be easier before 50. As energy wanes, it becomes essential that daily work matches personal interests strengths. Those who build a sustainable and suitable path early can approach the second half of their career with clarity and confidence.