

50PLUS

The shortage of skilled professionals is no longer a distant concern – it is a reality.

As the baby boomer generation reaches retirement age and valuable know-how flows out of companies, pressure on the labour market is increasing noticeably. Organisations are responding with employer branding, international recruitment – and a shift in mindset towards a group that has long been underestimated: experienced professionals aged 50 and over.

What applies to individuals applies equally to organisations: those who rethink careers beyond 50 unlock potential that would otherwise remain untapped.

Early retirement was once a privilege. Today, many are faced with the opposite question: how long do I want – and am I able – to continue working? As the retirement age gradually rises – with discussions even pointing towards 70 – our understanding of careers is fundamentally changing. Someone entering the workforce at 30 is not approaching the end at 50 but is still very much in the middle of their professional life. For job search beyond 50, this means: experience is not a drawback, but a compelling asset.

This requires a shift in thinking on both sides – more flexible working models on the part of organisations, and, among older professionals, a willingness to actively shape their own positioning.

The 50-plus of tomorrow is the 40-plus of yesterday. Just with more experience.

Articles on the topic of 50-plus (all articles)

- 50-plus – (self-)underestimated potential
- Energy-efficient working 60-plus