



EMPLOYERS' RESOURCE KIT FOR HIRING MATURE WORKERS

Tools to help you hire, develop, and retain mature workers.

As the population ages and more people choose to work later in life, the workforce across the region in Brevard, Flagler and Volusia Counties includes more individuals aged 50 and over. These workers make up a significant percentage of the labor force and are the fastest growing demographic group. This toolkit provides tips and resources that help you hire, develop, and retain older workers.

Three Reasons to Hire Mature Workers

Businesses benefit from employing mature adults because they bring with them many years of experience, a strong work ethic and positive attitude, boosting workplace productivity and passing on important skills and knowledge to the team.

1. Mature workers are loyal, reliable and stay in jobs longer

More likely to have financial obligations and family responsibilities, they are motivated to stay working longer and continue earning, reducing turnover.

2. Mature workers bring experience and expertise

Workers with an extensive work history, wealth of knowledge and diverse skills is of extreme value to a business, combined with the added benefits of their ability to mentor younger colleagues and improve productivity.

3. Mature workers create a diverse workplace

Having employees of different ages contributes to a more balanced workplace, offering a wide spectrum of perspectives, problem-solving skills, attitudes, and innovative ideas.

Share Your Job Opportunities with Mature Workers



Employ Florida – Silver Edition addresses the mutual needs of Florida businesses/organizations and job seekers over 50.

Its purpose is to provide useful information to job seekers who wish to remain in or return to the workforce beyond “retirement.”

[Click Here to Register and Create a Job Order on Employ Florida – Silver Edition](#)

Training and Retaining Mature Workers

You invest significant effort and resources to identify, interview, and hire talented employees for your company. Therefore, it's essential to make **employee retention** a high priority. The good news is that many effective retention strategies are inexpensive to implement.

[Click Here to Access Tips for Employee Retention](#)

Fight Age Discrimination and Commit to an Age-Inclusive Culture

Join the **fight to end age discrimination** (ageism) in hiring practices and in the workplace.

[Click Here to Access Ageism Prevention Resources](#)

Discover how hiring an age-diverse workforce **benefits your business's bottom line**. Find out how to take action to be **age-inclusive** with your teams.

[Click Here to Learn More About How To Be Age Inclusive](#)

Demonstrate Your Commitment to Experienced Workers



The **AARP Employer Pledge Program** is a nationwide group of employers that stand with AARP in affirming the value of experienced workers and are committed to developing diverse organizations.

[Click Here to Learn More About the AARP Employer Pledge Program](#)

Additional Resources

- [Training Your Workforce](#)
- [Labor Market Information](#)