

14 September 2023

How to become an age friendly employer



Introductions



Meet the Presenters and Technical Support

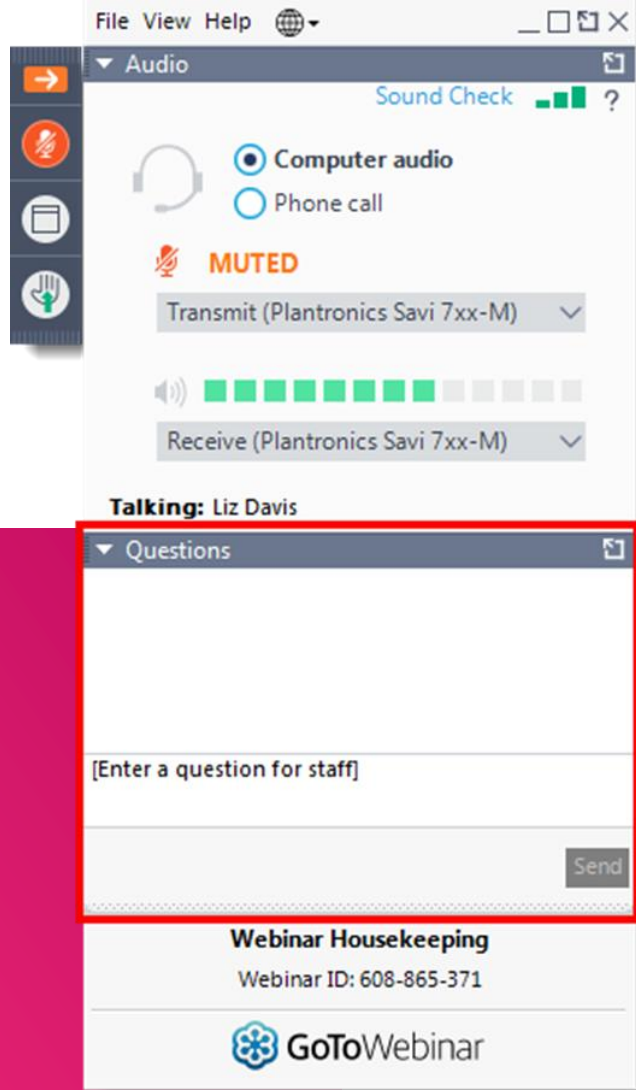
	<p>Sue Watson Head of Client Services</p> 	
<p>Victoria Templeton ↑ HR Knowledge Manager</p>		<p>Rebecca Johnson ↑ Marketing Manager</p>





How to ask questions





GoTo Webinar Housekeeping

Time for Questions

Your Participation

Please continue to submit your text questions and comments using the Questions panel



Agenda

- **What is an ‘age friendly employer’**
- Misconceptions about age
- The impact of age prejudices and biases
- The importance of language
- Why is it so important?
- How to create an age inclusive workplace
- Q&A



What is an age friendly employer?



Creating a workplace that is open, inclusive and supportive of people of all ages.

What is an age friendly employer?



Ageism in the workplace is a significant issue and can be a serious barrier to younger and older people having an equal opportunity in the workplace.



What is an age friendly employer?



- By 2050 1 in 4 people will be over the age of 65 (an increase of 40%)
- 1 in 3 experience prejudice and discrimination
- More people of all ages say that they experience ageism than any other form of discrimination
- 15,336 claims involving age discrimination received at employment tribunals between March 2020 and March 2021 (13% of all claims)

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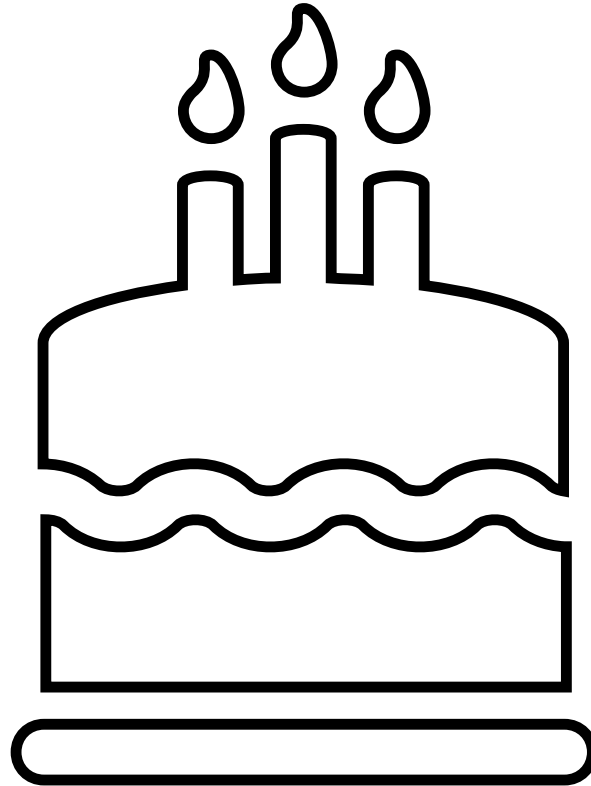


Misconceptions about age – young workers

Lack of
knowledge

Incompetent

Unconscientious



Inexperienced

Unreliable

Lazy

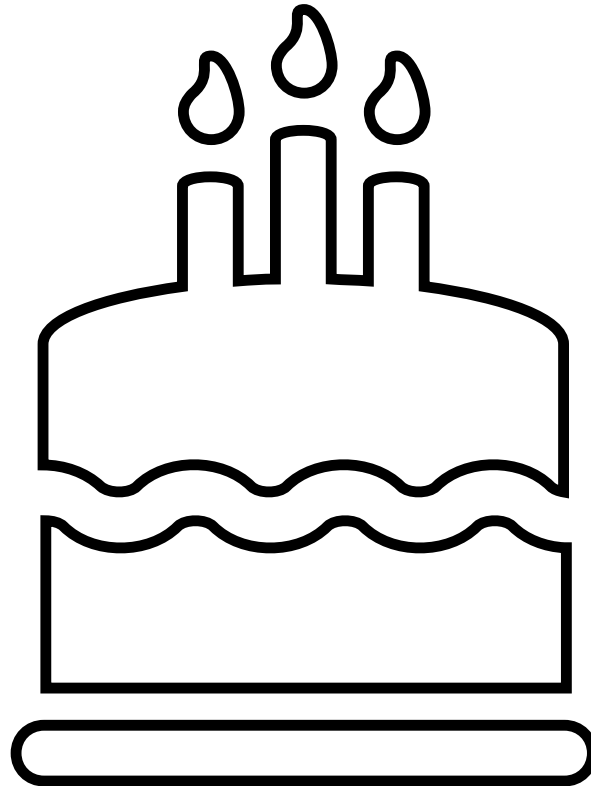
Misconceptions about age - older workers

Inability to learn new skills

Caring responsibilities

Speed of work

Disinterest in career, progression or the future of the business



Incompetent

IT illiterate

Age related ill health issues

Impact on succession planning

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The impact of age prejudices and biases



- Limited career progressions
- High rates of involuntary job losses
- Reduced opportunities for training and development
- Undermine their abilities, experience and potential for growth
- Opportunities for advancement and recognition hindered
- Stereotypes and biases
- Discrimination and unfair treatment



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Inclusive Language



- Language plays a pivotal role in shaping the experience of ageism for young and older workers
- Words used can perpetuate age related stereotypes and biases
- Being mindful of how language can shape a person's experience at work and using more respectful and inclusive language ensures everyone contributes to a workplace that values equality, diversity and inclusion.

“They’re approaching retirement, so there’s no point investing in their development”

“We value continuous growth and development for all employees, regardless of career stage”

“You’re too old for this”

“Your experience is invaluable”

“How would you feel about managing older/younger people”

“What skills do you have to enable you to effectively manage a team?”

“They are just starting out; they won’t contribute much”

“They have fresh perspectives to offer”

The importance of language

What language would you use?

X	✓
<p>Old employee Pensioner senior citizen</p>	<p>Older employee older person older adult</p>
<p>Middle aged workforce</p>	<p>Experienced workforce</p>
<p>Young at heart</p>	<p>Energetic, driven</p>
<p>Kids</p>	<p>Young person</p>
<p>Youngster</p>	<p>Teenager</p>

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Why is it so important?

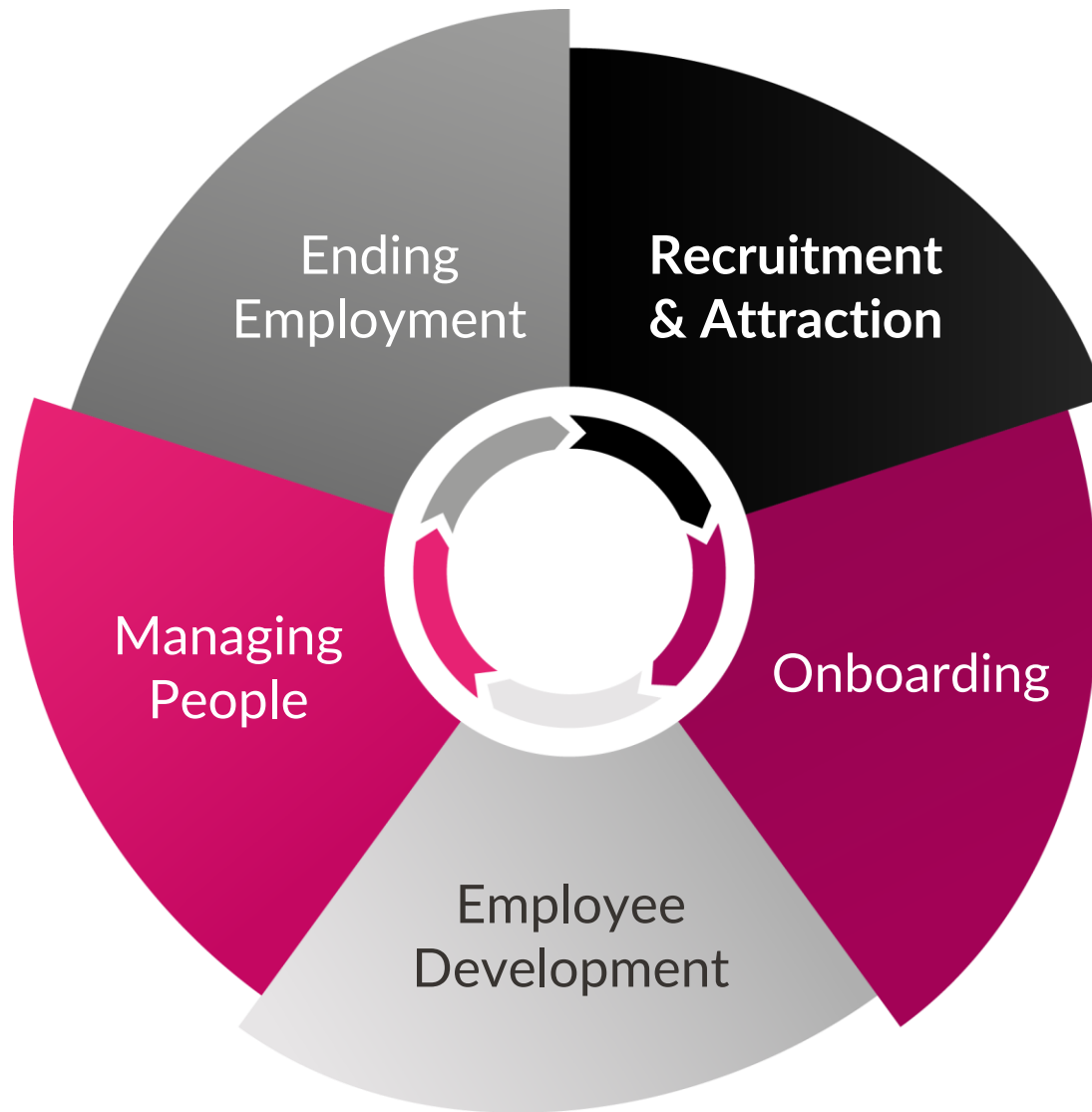


- **It is the right thing to do**
- Improve candidate attraction and employee retention
- Improve innovation
- Reduce costs
- Enhance the company's reputation
- Mitigate against claims of discrimination

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Recruitment and attraction

Don't ask for age, date or birth or dates of education and training on your application form

Avoid using images showing only young people, or phrases such as 'graduate'

Use several channels when marketing the role so you reach a broad scope of ages

Avoid asking for X years' experience – instead, describe the type of experience

Let agencies know that you prefer a range of ages in applicants, where possible

Offer flexible working as a day 1 right

Recruit apprenticeships

Use volunteers in your business

Partnerships with local schools, colleges and universities to provide work experience opportunities



During employment

Mentoring/buddy system

Health and fitness for all

Support the menopause

Social engagements

Career breaks

Retention planning

Retirement planning

Inclusive language

Support the menopause



- A menopause policy
- Provision of information so that there is greater awareness amongst managers that the menopause is a real occupational health issue
- Provision of a culture where employees feel comfortable about discussing their symptoms and the impact it has on their lives
- Options around flexible working hours and working arrangements to help manage symptoms
- Improved access to support from a named person
- Options to improve the work environment such as temperature and ventilation

During employment

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Retirement planning



No fixed retirement age

Employee chooses when to retire

Pre-retirement training course

Financial advice with an IFA

Retirement

Paid time off to seek financial advice/training

Retirement planning
- as early as 10 years before state pension

Retirement plans:

- Retirement wind down
- Retirement step down
- Retire and return
- Draw down
- Voluntary retirement



Training Courses Management

- Effective Communication Skills
- Leading the Team
- Managing Conflict at Work
- Effective Appraisal Skills
- Managing Performance
- Recruitment and Selection
- Holding Difficult Conversations
- Equality, Diversity & Inclusion
- Managing Grievance
- Managing Disciplinary
- Employment Law
- ILM Level 3
- ILM Level 5



Scan to book training:



Training Courses Health & Safety

- Level 2 Fire Safety
- Level 2 Food Safety
- Level 2 Mental Health First Aid
- Level 3 Safeguarding
- Level 2 Emergency First Aid
- Mental Health Ambassador
- Safeguarding Ambassador



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12 October @ 10am

New webinar schedule
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- Apprenticeships
- Contracts of employment
- 2024 – the year ahead
- Long term sickness



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Thank you

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