

Need More Skilled Talent and Financial Flexibility to Manage Your Growth?

As a small business grows there is often the need for experience and planning commonly associated with mature talent. Seasoned resources who are willing to work on a part-time basis may be just the answer for a smaller organization getting into business areas that require more seasoned talent, but would prefer not to add the lofty expenses often associated with full-time executive level talent.

Drawing Upon a Mature Workforce May be the Answer

Growth. Growth. Growth. As a small business pounds the pavement, gains new customers and becomes not so small anymore, one of the greatest challenges are achieving the right balance of talent to manage through a growth period. There's always a place for the aggression and energy often associated with youthful resources. But as a small business becomes a larger business, there's a growing need for the experience and planning often associated with mature talent. The good news is that workforce demographics are on the side of employers who are looking to boost their level of experienced talent.

Supply of Mature Workers on the Rise

According to the U.S. Bureau of Labor Statistics, workers age 55 or older will grow to nearly one fourth of the U.S. workforce by 2010. The majority of U.S. workers (59%) anticipate retiring at age 65 or older and a full 19% of workers plan to work past age 70, according to the Spherion® Emerging Workforce™ Study.

Flexibility Key for Both Employers and Mature Workers

While many workers over the age of 60 are employed fulltime, there are also a growing number of mature workers who are redefining the meaning of retirement. They are interested in playing a vital role in an organization, but also want to achieve a level of flexibility in their work schedules.

Seasoned resources who are willing to work on a part-time basis may be just the answer for a smaller organization getting into business areas that require more seasoned talent, but would prefer not to add the lofty expenses often associated with full-time executive level talent. In fact, for many mature workers, job flexibility options are one of the most attractive features a prospective employer can offer. That creates a recruitment advantage for organizations seeking a "mind-share" of experienced workers.

Making Room for a New Genre of Senior Talent

Organizations may need to re-evaluate their traditional job structures in order to leverage mature workers as a means to managing business growth. Consider these questions:

- Are there jobs well suited to flexible scheduling?
- Are there certain strategic projects with a definitive start-point and end-point that a mature worker would best handle on a contract basis?
- Could a position be divided, creating a job sharing opportunity for two mature workers?
- Could a phased retirement approach (gradually reducing work schedules and workloads of employees looking ahead to retirement) help the organization retain knowledge and experience while meeting mature worker needs for greater flexibility?

Effective Ways of Recruiting Mature Workers

While the Internet and job boards have proven increasingly effective for recruiting talent, they should not be the sole source for recruiting mature workers. To attract skilled, experienced workers, companies must extend their reach to business organizations, community groups and local associations for retired workers or workers nearing retirement. Personal, face-to-face networking is a long-established way of connecting with potential employees; especially mature workers who, because of long-time workplace experience, often have great respect for one-on-one relationship building.

Whether an organization's need for senior-level talent is full-time, part-time or on a project-basis, a recruitment firm that understands the needs of a small- or mid-sized business can help make the search simple. Spherion has proven experience in delivering a business with the seasoned talent it needs to successfully grow its business. Call us today and let us put our experience to work for you.