TOP NOTES

INCLUDE age in DEI Frameworks
DEVELOP the multi-generational workforce = 5 Generations
REDESIGN retirement protocols eliminating age restrictions
ADOPT tools to help change mindsets/shape new perceptions
CO-CREATE solutions across sectors

SET BUSINESS STANDARDS

IMPLEMENT structural and systemic change
INFLUENCE business exchanges on DEI & reporting goals
ELIMINATE ageist practices
PARTNER responsibly
BE a role model for others

ADVERTISING STRATEGIES

BE responsible stewards to shape a new culture
AIM to shift the ageism narrative with ethical content
ILLUSTRATE older adults as central to the workplace
EMBED DEI standards through an editorial lens
CONVEY messages of WIN-WIN; social impact = monetary gain

DEVELOPMENT STRATEGIES

CONDUCT an intergenerational workforce study & determine drivers
SET inclusive hiring and performance management practices
DEVELOP reverse mentoring experiences
BE intentional on designing inclusive and fruitful conversations.
ARM older employees with resources to foster growth & productivity

FORWARD THINKING

Paradigm Shifts can be agile, move to eradicate Ageism now
Older Adults will be in demand; the job market is ripe
Public-Private Partnerships will make a collective impact resulting in economic freedom, wealth generation, and career mobility for all generations

Connect with us at PublicPrivatePartnerships@aging.nyc.gov