

BREAKING THE AGE BARRIER:

STRATEGIES FOR AN AGE-INCLUSIVE WORKPLACE

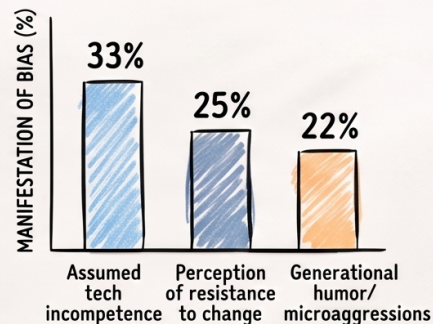
The Reality of Age Bias

64%

OF WORKERS OVER
50 EXPERIENCE
AGEISM



Witnessing
discrimination



Subtle biases are the
most damaging.



Assumed tech
incompetence



Perception of
resistance to change



'Invisibility' of
veteran expertise

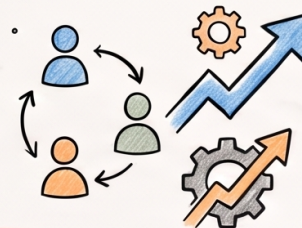


**4 TRILLION LOSS
TO THE U.S. ECONOMY.**



By 2050: Cumulative cost
of age discrimination in lost
productivity

Strategies for an Inclusive Culture



Reform Recruitment & Hiring



Anonymous Resumes & Structured
Competency-Based Interviews

Reduce unconscious bias
in the talent pipeline

Foster Intergenerational Learning

Reverse
Mentoring:
Share skills,
gain wisdom!



DIGITAL
SKILLS



INSTITUTIONAL
JUDGMENT

Flexibility as a Strategic Asset



Phased Retirement



Hybrid Models &
Unilever's U-Work
Retain valuable
institutional memory.

