

Mary Lloyd -- Notes: April 7, 2011 Mature Workers Panel
(www.mining-silver.com)

1. "The Golden Years" is a mirage.
 - Average person is satisfied with a leisure-centered retirement for 1 year. (Ken Dychtwald)
 - Passive income harder to rely on in volatile economy.
 - Aging is not what we think. (Seattle Longitudinal Study, Ellen Langer's work, Dr. Oz)
2. "What Boomers Want in Retirement":
 - 17% Never want to work for pay again
 - 6% Work full time for someone else
 - 16% Regular part-time work
 - 13% Start own business
 - 6% "Other"
 - 42% Cycle in and out of work

Merrill Lynch Retirement Study 2005. Survey conducted by Harris Interactive and Ken Dychtwald (Age Wave) for Merrill Lynch—2,348 Americans born between 1946 and 1964. More detail at <http://www.thematuremarket.com/SeniorStrategic/dossier.php?numtxt=4336&idrb=5&titre>

3. **Where Boomers will look for retirement work:**

- 60% of those who want to work in retirement want to go into something different.
- 1/4 of those ages 61 to 70 who are retired already work for pay in retirement.
- Top three reasons to work for those 61 to 70:
 - 64% stay active mentally
 - 54% stay active physically
 - 43% stay connected

Merrill Lynch New Retirement Study 2006. Survey conducted by Harris Interactive: 9000+ individuals via online and traditional survey methods and 1000 US companies with 100 or more employees. Merrill Lynch report available at <http://www.ml.com/media/66482.pdf>.

4. **Strategies for getting them to work for you:**

- Let them complete the career trajectory.
- Ditch the notion of "overqualified."
- Create flexible work options.
- Implode the ageist stereotype.

Related reading:

Ken Dychtwald **Age Power: How the 21st Century Will Be Ruled by the New Old**

Marc Freedman, **Encore: Finding Work that Matters in the Second Half of Life** and **Prime Time: How Baby Boomers Will Revolutionize Retirement and Transform America**

Ellen Langer **Counterclockwise: Mindful Health and the Power of Possibilities**
(Harvard social psychologist's research demonstrating how we "think ourselves old.")

Cali Ressler and Jody Thompson **Why Work Sucks and How to Fix It: The Results-Only Revolution**

Phyllis Moen and Patricia Roehling **The Career Mystique: Cracks in the American Dream**