



**HOT SPOTS
MOVEMENT**

Research Consortium on Older Workers

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People are living longer and are healthier, and in most developed countries, the average age of citizens is above 40. So it's imperative that corporations respond now to these demographic realities – by questioning long-held stereotypes about age; by fundamentally rewiring their recruitment processes to welcome those over 50; by supporting life-long learning and by creating working options for those over 70. We launched this Consortium to deepen the debate, to identify and learn from corporate experiments that are already taking place, and to build a roadmap to navigate this crucial challenge.

Professor Lynda Gratton
Founder, Hot Spots Movement

Benefits of joining

The number of older persons — those aged 60 years or over — is expected to more than double by 2050 to 2.1 billion, so organisations want to be prepared to respond to this demographic shift. The Consortium is an opportunity for organisations to dispel myths and assumptions about older workers and discover how to organise roles, careers and remuneration so older workers can be their very best selves. Through blended participation across a range of formats, the Consortium offers members a chance to:



- ▶ Co-create with Professor Lynda Gratton, world-leading authority on the impact on corporations of the multi-stage life.
- ▶ Identify challenges around older workers within your organisation. This includes exploring how employees at different stages perceive their future in your organisation. We will advise you on how best to address these challenges through practical insights and personalised recommendations.
- ▶ Work with other companies keen to share insights and challenges around older workers and a multigenerational workforce.

Some questions we will consider



- ▶ How prevalent are stereotypes around older workers in our organisation, and how does this impact the way people progress or the investments we make in their development?
- ▶ How will changing career expectations from older workers impact pay and benefits in our organisation?
- ▶ Do we have a way to engage older workers in an advisory or project-based role?
- ▶ Do we have a culture and processes that allow us to attract 'experienced hires' ?

How does the Consortium work?

Month 3 **Virtual focus group**

The other element of primary research is a virtual focus group. This will inform the research report and provide an opportunity for members to learn from more advanced organisations.

Month 5 **Personalised report**

Based on multidisciplinary research, 3-5 internal interviews and case studies from companies doing advanced work in this area, we will help you select one particular challenge and prepare personalised recommendations.

Months 1-2 **Internal company interviews**

As part of the primary research, HSM will conduct 3-5 in-company, internal fact-finding interviews with individuals from different parts of your organisation to identify your specific challenge.

Month 4 **A half-day Masterclass**

The final stage of the research process is a Masterclass. Led by Professor Lynda Gratton, it is an opportunity to hear from leading voices from government and our network of sophisticated organisations in an engaging and insightful context.

Month 6 **Webinar**

Each organisation will receive a webinar. During the concluding and interactive webinar, we will present the findings from each report and broader research, along with good practices from other organisations.

Next steps



Pricing: £19,000 per organisation. This includes 3-5 internal interviews, virtual focus group, half-day Masterclass and personalised report.

Membership: In order for the Research Consortium on Older Workers to launch, we need a minimum of five organisations.



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