

Baby Boomers Need Not Apply

For quite some time now, I've been thinking about the current common practice these days of not hiring Baby Boomers, and it took a recent lunch hour conversation to realize that addressing this issue was long overdue.

At a time when recruiting hardworking, loyal, knowledgeable and committed workers is difficult, to say the least, it is hard to understand why so many employers are hesitant to hire baby boomers. Baby boomers are considered to be those born between 1946 and 1963 and they appear to be a generation no longer wanted.

It wasn't much different when I was entering the workforce in that a much older generation no longer appeared desirable. The difference today however, is that the numbers entering the job market are much fewer, so that the question is - can we afford to neglect an older generation?

We have less young people entering the workforce and those that do are well educated, but lack experience. It is the same with skilled workers entering Canada – they lack the North American work experience. As a human resource specialist I've been asking myself why so many employers refuse to face this reality and hold on to the hope some miracle will provide them with skilled, experienced young people to fill workforce needs.

Neglecting to consider baby boomers for today's hiring needs is neglecting to realize what they can provide. Baby boomers can coach and mentor the younger generation entering the workforce now; and fill the void left by maternity/paternity leave. Boomers can coach immigrants regarding North American know-how, and be instrumental in job-sharing with a generation that value having a family life balanced with career ambitions. This older generation could be a principal partner to the growth and development of a company and its workers.

With the availability of strategic interviewing techniques and excellent assessment tools, an employer should feel confident in identifying a baby boomer that fits with the organization and its philosophies, augmenting newly arrived and recently graduated staff.

Whether they just put their feet on our shores, or have just completed their education, they can benefit from the voice of experience.

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