

# Eldercare Quarterly

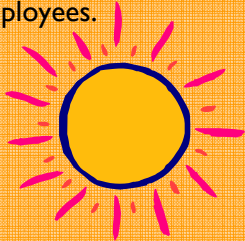
A newsletter for the informed employer

Improving the lives of employed caregivers...an employer benefit

The world of eldercare is wide, and directly related to the study of aging. While aging is complex, three principles will help guide you through:

### 3 Basics of Aging

1. Our population is aging; by 2030, 1 out of every 5 people will be over 65.
  2. People age in different ways. There is no one version of "old age."
  3. Aging does not equal decline! People improve in different ways all throughout their lives.
- Keep these facts in mind when you think about the future of your company and of your employees.



Eldercare Education  
Consultants, LLC

1776 Mentor Ave.  
Suite 410  
Cincinnati, OH 45212

Phone: 513-731-5400  
E-mail:  
info@eldercareeducation.com

## Talkin' Bout My Generation Each generation has its own unique values & characteristics... How well do you know your employees?

When it comes to growing older, genetics and lifestyle aren't the only things that come into play. Historical events such as the Great Depression, or societal trends such as the Women's Movement have an impact on our lives and how we grow old.

Time, history, and social climate are the things that bond us to a particular generation. While everyone in a generation is unique, there are values and characteristics that are shared among members. Understanding these themes can be helpful in knowing your employees, and what they want out of workplace programs. Using the strength of each group to complement the others can help create effective eldercare programs.

SOURCE: M. M. Kennedy, 2000

**The Silent Generation (1925-1945)** This group of "pre-boomers" are cautious, mission-driven team players motivated by responsibility, recognition, the desire to lead, and loyalty to the organization. This group has a traditional work ethic, and enjoys a strong chain of command.

**Boomers (1946-1959)** The baby-boomers desire leadership, enjoy having subordinates, and can often require extra encouragement to adopt technology. They are motivated by money, promotion, peer recognition, and a desire for control. While they are loyal to the organization, they have a strong loyalty to the self as well. Boomers make excellent mentors and information processors.

**Cuspers (1960-1968)** These people lie on the edge of the baby-boomers. They are similar to older boomers, but value lifestyle over work a bit more, and are more willing to follow rather than lead. They are motivated by doing good, meeting organizational goals, and accept stock options and bonuses as alternatives to salary raise.

**Busters & Netsters (1969-1984)** For this group, lifestyle comes before work. They are less concerned with peer opinions, prefer to work alone or in small groups, make great researchers, and are technically savvy. They are motivated by time off, skills training, meeting their own goals, and having mentors. Many want to become entrepreneurs.

## ger·on·tol·ogy(n.) Why all professionals should add this word to their business vocabulary

Gerontology is the study of the complex aging processes. Although this definition appears simple at first, a multitude of biological, social, psychological, political, and even environmental factors are critical for **gerontologists**, or experts in the field of aging, to grasp.

Already, American workplaces are starting to feel the impact of an aging population, and an aging workforce. Many businesses are questioning what retirement will look like in the future, what changes they will need to make to accommodate

older employees, and how to develop employee-friendly practices that are appropriate for our changing society. An intimate knowledge of the complex processes of aging is essential when designing and implementing workplace changes.

Including a gerontologist on your team provides in-house expertise on the realities of an aging population, and valuable insight during project planning. This expertise will save you time and money, and will provide confidence that new programs and policies are mindful of an aging society.