

# 10 Myths About Working Boomers

## *Are they True or False?*

- 1. Boomers are slower and less productive than younger workers.**  
*False:* They have a strong work ethic, change jobs less often and have lower rates of absenteeism. Small business owners often prefer to hire them.
- 2. Customers don't respond well to older sales staff.**  
*False:* Verbal communication skills, a critical customer service skill, increases with age. As a group, Boomers also spend more than other age groups.
- 3. People should retire at 65 because after that you are too old to work.**  
*False:* In 2006, the U.S. Census Bureau found that 23.2% of people age 65 to 74 were in the labour force.
- 4. Older workers can't remember things.**  
*False:* While short-term memory can be a challenge, long-term memory increases with age.
- 5. Older workers are less educated than younger workers.**  
*False:* Many Baby Boomers are highly educated and some have returned to school for further training in midlife.
- 6. Older workers are working only for the money.**  
*False:* While money is important, people continue to work to help others, use their talents, and to remain engaged in work they enjoy.
- 7. Younger workers make better entrepreneurs than their parents.**  
*False:* Boomers tend to be bigger risk-takers, often have a nest egg to draw on, and choose self-employment more often than any other age group.
- 8. Older workers are difficult to work with as they are inflexible and resistant to change so there is no point retraining them.**  
*False:* Life experience offers enhanced interpersonal skills and Boomers are willing to take on-the-job training if employers offer it to them.
- 9. Older workers can't learn new technology.**  
*False:* The fastest growing group of Internet users is over age 50. They prefer to learn new programs through experiential learning. They are very likely to pair up with Gen Y to create Social Media programs for their own businesses.
- 10. Boomers like employers who show a lack of respect for them, don't value their knowledge and insist on inflexible work schedules.**  
*False:* No age group likes this. Gen Y will test all three in the near future.