

## Why all companies should become Corporate Champions of Older Workers!

### Why do some companies love older workers and others don't embrace them?

The benefits of having workers over the age of 45 are endless but here are a few Experience, knowledge, life skills, commitment, right attitude, loyalty, good value for years of experience, meticulousness and pride in their work.

What do employers look for in applicants wanting to apply for work? Attitude and reliability, life and work experience, bright sparkly eyes with enthusiasm, a sense of loyalty and pride for the company, a sense of family with good values (integrity, honesty and empathy), flexibility and are willing to work. People who want to make a difference. It's "not just a job!"

What happens if you haven't the qualifications required for certain roles yet you have experience and

enthusiasm to learn new skills? Experience for many employers trumps qualifications every time. There are many roles that require basic common sense (which is not all that common, actually) and life skills which can be adapted to the workplace. Employers love people who are quick to learn "on the job" and who contribute to the good of the business.

Some older workers have experience running their own business or perhaps have worked in middle management of a larger corporation. You may have a business background, healthcare, sales, retail, recruitment or marketing background. You may have sold or closed your business to retire, yet you feel you are still young enough with plenty of energy

to contribute to society. There are many rewarding opportunities in Australia to run your own business by purchasing, running or working in a well-established franchise brand in growth sectors (such as health care / home services / gardening / printing / retail / trades or food outlets). It's hard work but is extremely rewarding both psychologically and financially. It is a long term commitment (generally 5+ years) so if you have energy, some funds behind you and are keen to try something different, investigate the options. The culture of the franchise brand needs to match your own. Being older doesn't mean that you are ready for retirement!

*Written by Danielle Robertson, CEO/  
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