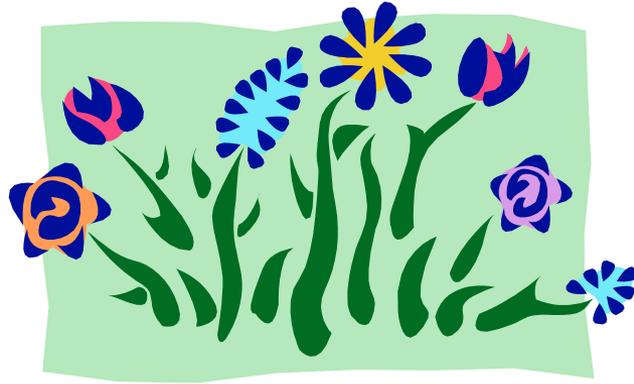


# *Bloom Anew*



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Experience Making a Difference



*"Have you given much thought to what kind  
of job you want after you retire?"*

# Work After Work



# Work and Service

- 59 percent see retirement as “a time to be active and involved, to start new activities, and to set new goals.” (*New Face of Retirement, Civic Ventures, 2002*)
- 6 in 10 felt “a responsibility that goes beyond our own life and our own family, and we seek meaning by helping other people.” (*AARP, 2002*)
- Those who plan to work in their retirement cite the desire to stay active and productive, rather than economic necessity, as the reason. (*New Face of Retirement, Civic Ventures, 2002*)
- The majority of retirees and pre-retirees do not regard retirement as an extended vacation or a time of rest and relaxation. Rather, they see it as a new, active stage of their lives characterized by continued personal growth, personal reinvention, and new beginnings in work and leisure. (*Re-visioning Retirement, AIG Sun America, 2002*)

# It is about work

*“When people are serving, life is no longer meaningless. The cure for boredom is not diversion, it is to find some work to do, something to care about.”*

John Gardner

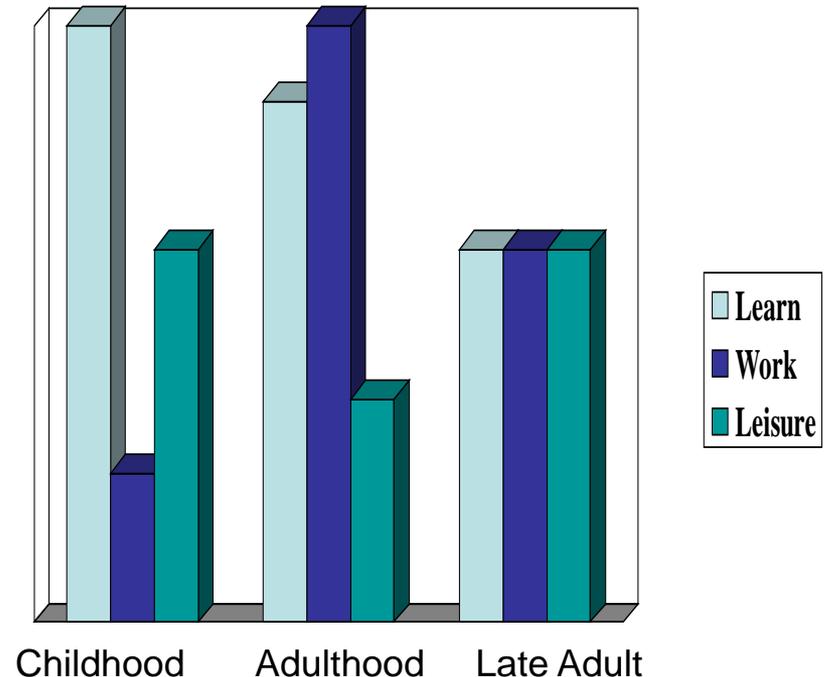


*"We're tired of playing. We want to work."*

# New Trends in the Boomers' "Third Age"

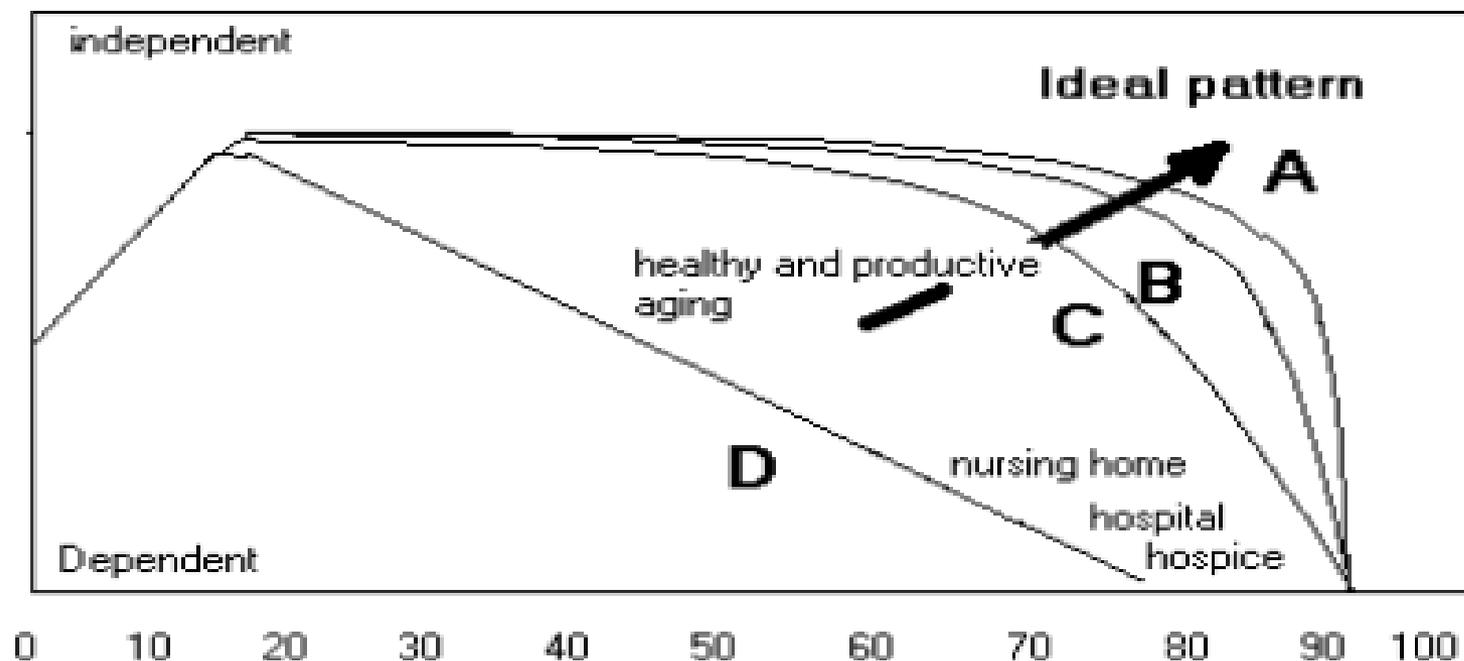
Motivated to:

- Use their knowledge, skills, assets productively
- Have better balance between work, learning and leisure
- Find meaning and passion-give back (Returnment™)



# Goal for Active Aging:

*Active Life Expectancy to the End of the Natural Life Span*



Unless you are engaged in your later years you are just dying longer not living longer.

Jay C. Bloom

# Framing the Issue

- Build on strengths not only needs
- Age-friendly communities strive to:
  - be enabling
  - be inclusive
  - be equitable
  - focus on the life course and intergenerational interdependence

- “An age-friendly city...is friendly for all ages and not just ‘elder-friendly’.”

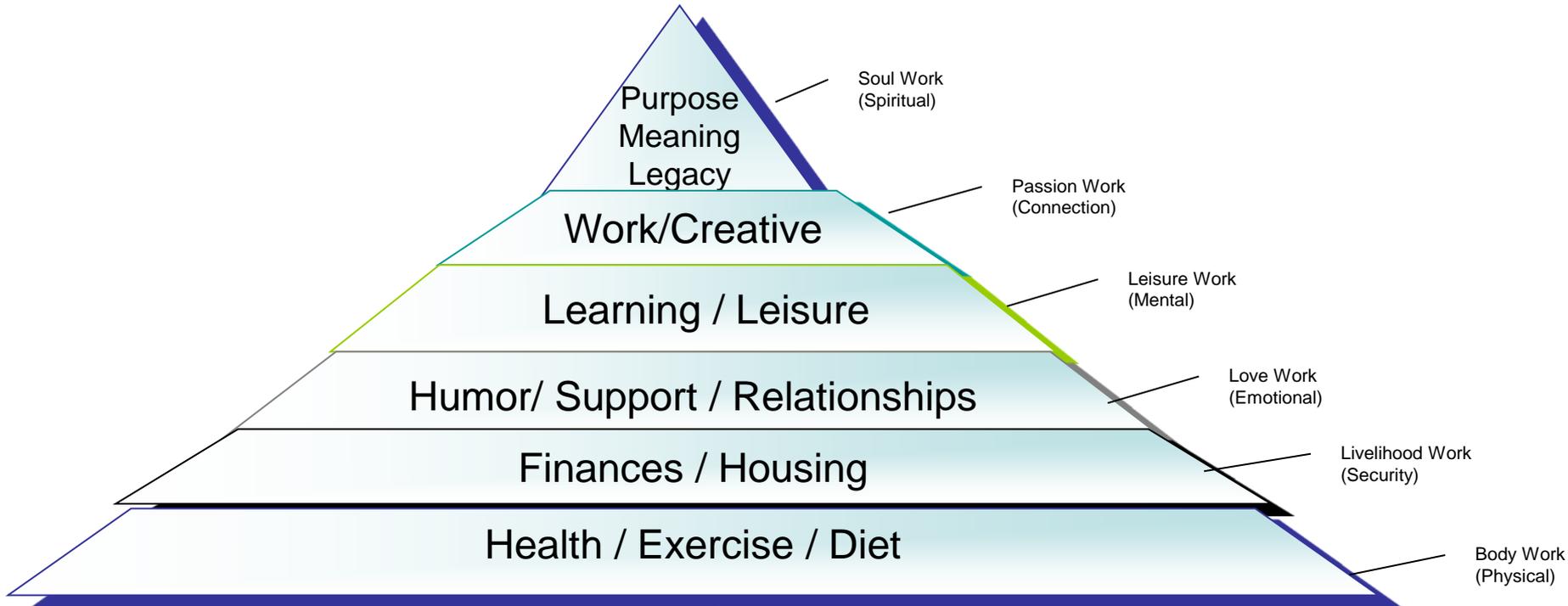
– *WHO Global Age-Friendly Cities: A Guide*, p. 72



Credit: Bridge Meadows

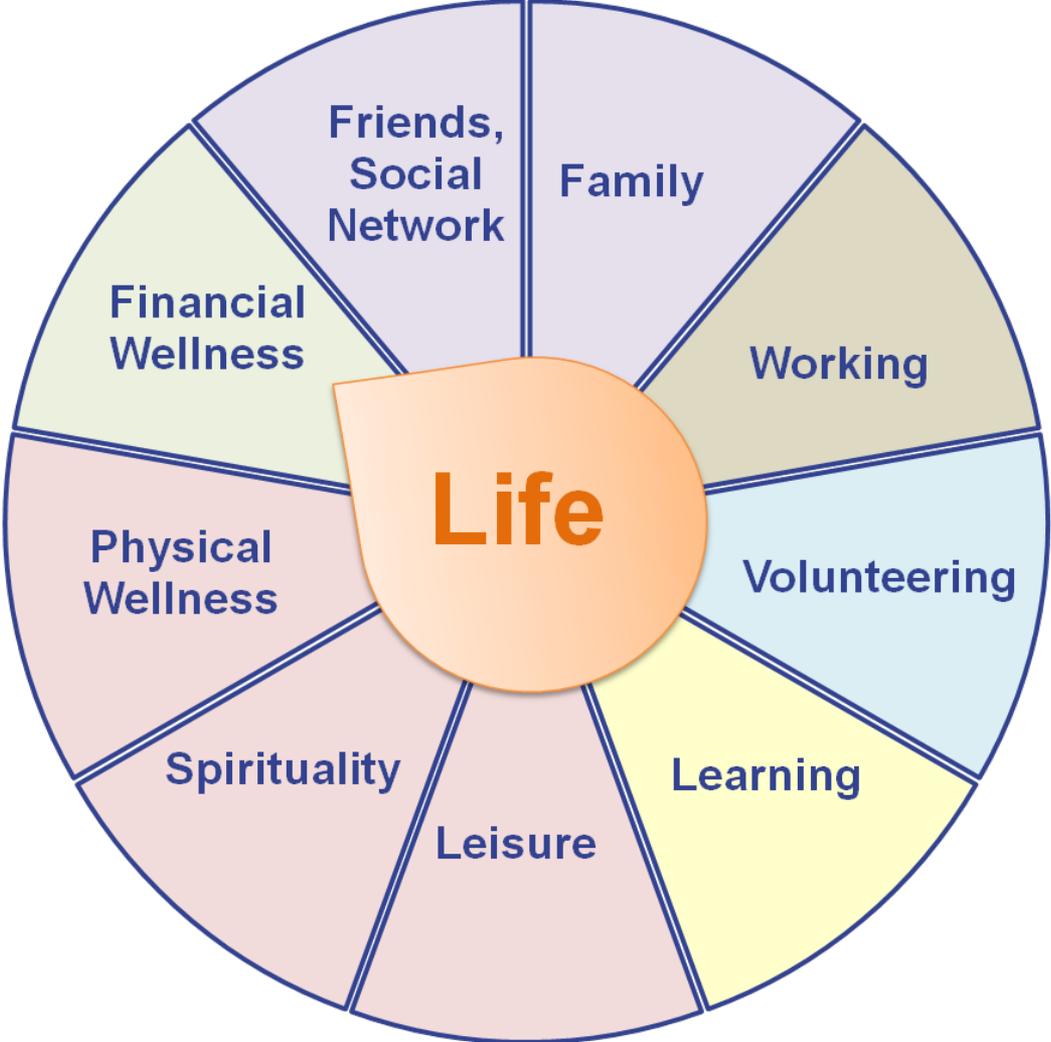
- We are all in this together alone.
- Lily Tomlin

# Hierarchy of Work Pyramid©



“I always knew I wanted to be somebody when I grew up. I just didn’t know I needed to be more specific.”

-Lily Tomlin

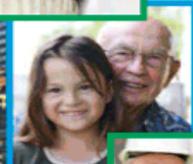


# Everyone Matters:

## A Practical Guide to Building a Community for All Ages

Report of the  
Multnomah County  
Task Force on  
Vital Aging - 2008

Portland, Oregon



## **Recommendations for nonprofit organizations:**

- Change language
- Pay upfront costs
- Assign management of unpaid staff to human resources
- Don't assume money is number one motivation
- Organize and sponsor regular nonprofit work fairs
- Create work and compensation options
- Create unpaid staff career ladders
- Develop and promote best practices

# Work After Work Continuum

TRADITIONAL MODEL

ALTERNATIVE MODEL



“Work” means activities completed by employees, independent contractors, and stipended or unpaid “volunteers.”

# Paradigm Change Regarding Older Adults

Problem



Problem Solver

Client



Contributor

Retirement



Returnment

At-risk population to be  
dealt with and treated



Community asset to be  
valued and cultivated

# Conclusions

- Older adults represent a growing resource
- One size does not fit all
- Changes are needed in organization practices and attitudes
- Best practices for employing and engaging older adults make organizations more attractive to workers of all generations
- Older adults represent a significant economic development opportunity
- An age-friendly community for older adults is an age-friendly community for all ages



# Returnment

*noun*

- 1) The act of giving back or returning in some small way what the world has given you;
- 2) An alternative to retirement.

Jay C. Bloom



Talk to old people  
They know  
cool stuff

Talk to young people  
They know  
cool stuff

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“The pessimist may be right in the long run,  
but the optimist has more fun on the  
journey.”

-Unknown