



# Baby boomers have a lot to offer

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Over the past three years I've had the privilege of being the chair of my company's Baby Boomer Employee Resource Group. What's unique about this group is that while most of the members are boomers, our focus is on making sure we understand the thinking and working styles of all the different generations in the workforce.

## **Boomers and technology**

We focus on topics that are relevant to our members. One that really stands out is technology. It's important to realize that, yes, some Boomers do struggle with staying current with ever-changing mobile technology and social media. But some don't.

## **Many boomers love to mentor**

Boomers bring years of experience and a wealth of knowledge to pass on to the other generations. Many take great pride in going above and beyond by mentoring members of younger generations. This can be a win-win for all.

## **Strong work ethic**

Boomers have always worked hard and they aren't in a hurry to slow down. They may not necessarily be looking to retire. Those who do leave one career may soon after embark upon a new full- or part-time career. Or they might volunteer or turn a hobby or other interest into a business.

## **Natural teachers**

If you have one or more baby boomers on your team, be sure to offer them an outlet for sharing their knowledge and wisdom with your other team members. Whether it's through helping plan or participate in Employee Resource Group events, acting as mentors or just finding some time for them to tell stories about their experiences and share ideas for the future, you'll find baby boomers truly have a lot to offer.