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Working Longer: New Strategies for Managing, Training, and Retaining Older Employees (AMA Innovations in Adult Learning)

William J. Rothwell, Harvey Sterns, Diane Spokus, Joel Reaser

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While many employers have traditionally viewed their younger employees as their most precious assets, the truth is that their more seasoned workers are often their most valuable. Written by experts in the field of workforce education and the management of older workers, "Working Longer" gives recruiters, managers, and trainers the tools they need to nurture and empower these vital employees, such as:

* creative strategies for recruiting retirees and developing a senior friendly workplace

* career and performance management techniques for effectively motivating and engaging older workers

* instructional design facilitation methods that will enable older workers to upgrade their skills.

With compassion and wisdom, this is the only book that shows employers how to value, coach, and keep their most experienced people.

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