

## **Exclusive training Generation Management: Age power at work!**

**Prof. Dr. Juhani Ilmarinen**

**October 31st – November 2nd (2,5 day course)**

**Antropia Congress Centre, Driebergen, Netherlands**

### **Generation management**

The ageing of the population is a great challenge for both society, businesses and individuals. A large proportion of the baby boom generation will have retired in many countries by no later than 2013, and, at the same time, demands to lengthen work careers by 1–3 years are becoming stronger and stronger. What should be done? How should older and experienced workers and employees be motivated to continue to work after the age of 63? What factors could motivate businesses to keep experienced and competent older workers when economic fluctuations create opposite needs for work organizations? These are difficult questions, but sustainable solutions are available. Good management and leadership that takes the strengths of each generation into account is in a key position in this respect – we call such competence **age management** or **generation management**.

### **About the trainer**

Prof. Dr. Juhani Ilmarinen was responsible for research about new concepts for work and retirement for more than 20 years at the *Finnish Institute of Occupational Health (FIOH)*. He has more than 500 publications on occupational health, work physiology, work ability and ageing. He has published 8 books including a handbook on age management called 'Towards a Longer Work Life' (2006) and 'Age power at work' (2012). In cooperation with FIOH advisors he lectured and coached Finnish managers about age management and the concept of work ability. After retirement from the FIOH in the beginning of 2009, after 35 years of service, Professor Juhani Ilmarinen established JIC Ltd which on-going mission is to implement an evidence-based model for work ability and to promote the status of all generations with respect to the concepts of age management, work ability and the life course.

In recent years Juhani Ilmarinen has become a much requested speaker on sustainable employability.



## **Main purpose of the training**

This 2,5 day programme focuses on generation and age management on the level of society, organizations and individuals. During the training you learn about the age management concept, the eight visions of age management and practical tools for supervisors and how they can be implemented in organizations. Besides that you learn more about work ability, the use of the work ability house and the Work Ability Index and new methods for Work Well Being. The training is exclusive and interactive and for a maximum of 15 persons. The programme provides plenary sessions, workshops and individual exercises.

## **Programme**

On Wednesday and Thursday the training starts at 9.30 (coffee/thee from 9.00) and ends at 17.00. On Friday we end at 13.00. Packed lunch is available.

### **Day 1**

#### **Plenary lecture on:**

- Background and challenges: demographic changes and changes in workplace
- Facts and figures about participation of employees during worklife
- What is the main issue of generation management?

#### **Workshop 1**

- Age management for society, work organizations and individuals

#### **Workshop 2**

- Age management: eight visions

#### **Evaluation and feedback**

### **Day 2**

#### **Plenary lecture and exercises on:**

- Facts and figures about age, ageing, health and career
- How old are you?
- Age and functional capacities
- SWOT analyses of three generations
- Expectations of generations about work
- Age- and generation awareness policy on the workforce
- Main issues of work ability

#### **Workshop 3**

Measuring Work Ability and Work Well Being

#### **Evaluation and feedback**

## Day 3

### Plenary lecture on:

- Redesign work/workplace
- Promotion of Work Ability and Work Well Being of workers in organizations
- Innovative solutions and actions for a longer career
- Prioritization of actions

### Workshop 4

The use of the Work Ability House

### Rounding and conclusions

### For who?

This training is interesting for managers, HRM managers and advisors, policy makers, occupational physicians etc.

### Location

Antropia Congress Centre, Driebergen, Netherlands.

The location is opposite the railway station Driebergen-Zeist.

### Costs

The costs are € 1.995 ex VAT per person. Each extra participant of the same organization pays € 1.695 ex VAT per person. Lunch is included.

We can arrange two overnight stays in **Bilderberg hotel Castle 't Kerckebosch**. The price is € 145 per night including breakfast. Address: Arnhemse Bovenweg 31, Zeist.

### Participate?

Please fill in the registration form and email it to [wai@blikopwerk.nl](mailto:wai@blikopwerk.nl)

### Questions?

Do you have questions or specific requests? Please contact us!

[wai@blikopwerk.nl](mailto:wai@blikopwerk.nl) or +31-30-2916023.

We hope to meet you in Zeist!

Blik op Werk Foundation

Sietske van Rossum

Yvonne van der Salm