

Boomer Value

"Baby boomers are changing the game ..."

Ellen Freudenheim,
author of *An Optimist's Guide to Retirement*.

"Wheresoever
you go,
go with all
your heart!"
Confucius



There are 76 million baby boomers in the United States today with the first of them turning 60 in 2006.⁽⁴⁾ Most leading-edge baby boomers (age 50 to 59) are ready for careers of service, now and in retirement.⁽²⁾

If you are exploring (or plan to explore) the next phase of your career, you can stay ahead of the competition by repackaging your assets!

When asked to list the benefits of your many years of experience, here's your answer⁽³⁾:

- Reliability
- Good judgment
- Problem-solving ability
- Ability to navigate a crisis
- Experience in negotiating compromise
- Ability to listen
- Ability to assess cost-benefit trade-offs
- Comfort level in working with all types of personalities
- A sense of responsibility
- An established identity
- A sense of purpose
- Valuable life experiences, perspectives and ideas

Rinker and Associates can help you market the value of your experience through personalized one-on-one guidance, analysis of current business or career trends, or career tools such as a collateral portfolio!

Resources: The Boomer's Guide to Good Work is a project of Civic Ventures and was funded by MetLife Foundation (www.civicventures.org and www.metlife.org respectively). New Face of Work Survey 2005 conducted by Princeton Survey Research Associates International.

About Rinker & Associates

Rinker and Associates is focused on business advancement and career transition. Servicing people who are planning their next career step or re-entry to the workforce; Rinker and Associates specializes in the niche market comprised of "Baby Boomers".



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