

=Znci `Wb h` bX`Vzbgfi Wjcb`k cf_Yfgžnci fY`bchU`cbY`
5hYUW`_YntbchY`gdYVW`=[Jj Yž=Ug_`h`Y`U` X]YbW`hc`fU]gY`
h`Y]f`\\UbXg`Z]hg`X]Z W`h`hc`\\`fY`bYk`Ya`d`cnY`Yg`đ`gh`
U`ci`h`Yj`YfncbY`fU]gYg`h`Y]f`\\UbX`"=h`Yb`Ug`_]Z`h`Ym`\\Uj`Y`
f`ci`V`Y`fY`fU]b]b[`h`Ya`"5[U]bžbYUf`mYj`YfncbY`fU]gYg`
h`Y]f`\\UbX`"

5g`h`Y`I`"G`Y`W`bca`m`W`bh]bi`Yg`hc`]a`dfcj`Yž`h`Y`U`Wcf`
g`\\cf`fU[`Y`UbX`g`_]`g`XY` V]h`k`]`cb`m[`Y`h`k`cf`gY`":`cf`
Yi`Ua`d`Yž`h`Y`k`cf`_Yf`g`\\cf`fU[`Y`]b`h`Y`a`Ubi`Z`M`i`f]b[`
gY`W`cf`U`cbY`]g`Y`gh]a`U`h`X`hc`f`Y`U`W`&"(`a`]`cb`V`m`&`\$`&`,`ž`
U`W`f`X]b[`hc`U`8Y`c]h`Y`UbX`A`Ubi`Z`M`i`f]b[`b`gh]h`h`Y`
g]i`X`n`5`b`X`h`Y`V`g`g`Z`c`f`V`a`d`Ub]Y`g`U`f`Y`\\][`\\`ž`Yi`W`Y`X]b[`U`
f]`cb`X`c`U`fg]b`c`gh`f`Yj`Ybi`Y`cj`Yf`h`Y`X`Y`W`X`Y`"

K`\\`U`h`W`b`V`a`d`Ub]Y`g`X`c`hc`U`h`f`U`M`i`a`cf`Y`k`cf`_Y`fg`UbX`f`Y`fU]b`
h`Ya` ``cb[`Y`f3`<`Y`f`Y`U`f`Y`b]b`Y`g`f`U`h`Y`[`]`Y`g`"

hc XYHfa]bY]Z h\Y h]g'f][\hVYZcfY"YUX]b['hc'U'dYfa UbYbhi d'cg]h]cb"6m'gca Y Yg]a UHYgzhYgY"[\[\m'YZZV]j Y'dfc[f'la g']bj c]j Y"*\$i 'cZ; Yfa Ub'nci h"

4. HARNESS THE POTENTIAL OF OLDER EMPLOYEES

DYcd'Y'UFY"j]b['cb[Yfz\YU'h]Yf"j] Yg'5g'U'fYg' 'hza Ubmc'XYf' 5a Yf]V]b'g'dfYZf'hc'k cf_d'Ugh'h'Y'Uj YfU[Y'fY]fYa YbhU[Y"5bX' g' fdf]g]b['hc'a Ubnd'f'cXi V]j]m'Yj Y'g'Z'c'c'XYf'UbX'nci b[Yf' k cf_Yfg'UFY'h'Y'g'Ja YzVi hcj YfU'z'c'XYf'k cf_Yfg'dYfZ'fa 'VYHf'fz UW'f'X]b['hc'j Uf]ci g'gi X]Yg'

h'h'Y'9i fcdYUb'I b]cbzk cf_Yfg'U[Yg') 'hc'+('UW'zi bhX' Z'f') i 'cZYa d'cn'Y' [fck h'Z'ca '&\$%& &\$% žg'Uhg'h'Y' Cf[Ub]nU]h]cb Z'f'9V'z'bca]W7ccdYfU]h]cb 'UbX'8Yj Y'cda Ybh' h' h'Y'I b]h'X'G'U'Y'g'z'Ug'U'g'U'fY'c'Z'h'Y'k cf_Z'c'f'W'z'h'cg'Y'U[Yg') ' UbX'c'XYf'UFY'YI d'Y'V'X'h'c'f]g'Y'Z'ca '%&"+i]b'%'-- 'hc'&)"&i ' Vm'&\$&- žUW'f'X]b['hc'h'Y'6i fYU' 'cZ@U'c'f'G'U]h]g]V]g'<F' XYdU'f'ha Ybh'g'g'ci 'X'g'hd'j] bcf]b['h'g'V'z'cfh'UbX'g'U'f'h'\]f]b['h'Ya "

5. OFFER MORE GENEROUS DAYCARE OPTIONS

H\g'U'g'V'ccg'h'X'k cf_Z'c'f'W'd'U'f]h]V'd'U]h]cb f'U'Y'g'Ua cb['k ca Yb']b'9i fcdY"CbY'W]Ybhk Ybh'Ug'Z'U'f'Ug'hc'di f'W'U'g'Y'h'Y'X'U'W'U'f'Y' W'bh'Y'X'ck b'h'Y'g'f'Y'Y'h'h'Y'f'Y'g' 'hg'z=a 'hc'X'zk YfY'YI W"Ybh'

6. OFFER INCENTIVES WITH TANGIBLE SHORT-TERM BENEFITS

H\Yg'Y'W]b]b'W] XY'U'ck]b['a cfY'Ya d'cn'Y'g'hc'd'Yfa UbYbhi m' k cf_Z'ca 'ca Yz'UbX' [fYU'Yf' 'YI]V']m]b'k cf_g'W'Y'X'i 'Yg' H\Yg'Y'V'YbY 'hg'UFY']b'V'Y'Ug]b['m'X'Ya UbX'Y'X'V'ma]"Ybb]U'g'z' h'cg'Y'V'cfb'V'Y'h'Y'Yb'%, &%'-, žk \c'k]"V'z'a df]g'Y'+) i 'cZ'h'Y' k cf_Z'c'f'W'V'm'&\$&)"

7. RAISING PAY IS AN OBVIOUS STRATEGY TO ATTRACT NEW WORKERS


6i h'Z'c'f'a Ubmga U"V'z'a d'Ub]Yg'z'h'g]g]b' h'Ub'cd'h]cb" h'g'h'U'X'z' a Ubm'V'z'a d'Ub]Yg'U'f'Y'd'U]h]b['YI f'U'Z'c'f'V'Y'h'Y'f'a Y'h]f]V]g': cf' YI Ua d'Y'za Ubm'a ch'g'c'Z'Y'f'hc'd'U'm'h'Y]f'W'U'Ub]b['g'U'Z'Z'V'm'h'Y' bi a V'Y'f'c'Z'f'cca g'h'Y'm'W'U'z'bc'h'V'm'h'Y'bi a V'Y'f'c'Z'c'i fg'h'Y'm' k cf_"H\g'g'f'U'Y' [m'W]b'V'Y'V'YbY' V]U'Z'c'f'V'ch' d'U'f]h]Y'g'

8. AUTOMATE WHERE POSSIBLE

?Y'Yd']b'a]bX' b'Y'U'f'm'U'Z'c'Z'YI]g]b['c'V'g'k]"V'Y'U' h'ca U'h'X']b' cbY'hc'h'c'X'Y'W'X'Y'g'6i h'U'Z'Y'f'k Uj Y'g'c'Z'h'W'bc'c[m'Y']a]b'U'Y' 'c'V'g'za cfY'UFY'V'Y'U'Y'X'f'Yei]f]b['X]Z'Y'f'Y'bh'z' b'V]h]cb'g'z'\[\Yf' 'Yj Y'g'c'Z'Y'Xi V]h]cb'z'UbX' [fYU'Y'f'g_]`g'

9. IMPROVE THE LEVEL OF CONVENIENCE AND WORKING ENVIRONMENT

H\g'a Um]b'W] XY"c'W]h]b['Z'U'Y']h]Y'g']b"ck Yf'V'z'gh'V]h]Y'g'k]h]b' f'Y'U'g'cb'U'Y'U'W'W'gg'hc'di V']W'h'f'U'g'g'd'c'f'U]h]cb'z'c'Z'Y'f]b['U'h'f'U'W]j Y' V'f'Y'U' 'U'f'Y'U'g'k]h'ci h'X'cc'f'i b'W'g'Y'U]h]b['UbX'k U']b['f'U]g'z' U'X]b['a cfY'k]b'X'ck g'UbX'b'U'h' fU"] [\h'z'UbX'W'U'Y'f]b['i b'W'Y'g'

h'hc'X'U'mg'W'U'Ub]]b['Vi g]b'Y'gg'k cf'X'z]hg'b'Y'W'gg'U'f'm'hc'f'Y'W'z[b]n'Y' h'U'h'_b'ck 'Y'X[Y'UbX'h'Y'g'h'Y'b[h'c'Z'nci f'k cf_Z'c'f'W'UFY'hc'X'U'mg' cb'm'g] g'U]b'U'Y'V'z'a d'Y'h]h]j Y'U'X] Ub'U] Y'g'A'c]]b['Z'c'f'k U'f'X'z']hg'Y'gg'Y'bh]U' 'h'U'h'V'z'a d'Ub]Y'g'U'h'f'U'W'z'\ f'Y'UbX'_'Y'Yd'h'Y'V'Y'g'h' Ya d'cn'Y'g'cb[Yf" 

About the Author

«\b'A UbnY`U'jg'U'k cf X!fYw[b]nYX'gdYU_YfzUi h.cf'cZgYj YfU`Vcc_gzUbX'U' bUh]cbU`mgnbX]VhYX'W`i a b]ghcb[`cVU`Vi g]bYggzhfUXY'dc`]Vh`UVcfzUbX'h.Y` `UhYghYw`bca]WfYbXg"

: cf'a cfY`]bZcfa Uh]cb'cf'hc`W`bHw`ja žj]g]hk k k "«\b'A UbnY`U'W`a "

About the Article

FYdi V`jg\YX`Zca `t\Y'A UbnY`U'FYdcfh'

5bnj]Yk g'UbX'cd]b]cbg'Yi dfYggYX`]b'h.]g'Ufh]WY`a Umcf'a UmcbhfY` YW`h.Y` j]Yk g'UbX'cd]b]cbg'cZ'h.Y`7cbg'f] V]cb'A UbU[Ya Ybhi5ggcV]Uh]cb'cZ5a Yf]W` fVA 55! A