

WAKE-UP SHAKE-UP THRIVE!

FOR EMPLOYERS

Wake-Up, Shake-Up



WUSUT
CHECK-UP

Wake Up! The situation



- 65+ projected to nearly double by 2060
- 65+ share of total population will rise from 16% to 23%
- 55+ currently 25% of workforce in US (17% Europe)
- Life expectancy: 79 years
- People in good health longer
- 1965–1976 generation much more talented than baby-boomers > talent
- Labor force participation rate for 55+ expected to increase faster than 50-54
- 55+ want to feel productive, contribute to society

Is your organization AGE-READY? If you're not yet including your older workforce in your DEI initiatives, then you're giving up reputation, impact, and revenue.

It's time to GROW-UP.

A WUSUT Check-Up identifies your areas for growth and leaves you with a roadmap to capitalize on your 50+ demographic.

CONTEXT

When you're proactive in supporting your older workforce, you're keeping your:

- Costs down by not needing to retrain new hires.
- Talent high by fully utilizing your established, experienced team.
- Industry leader status solidified.
- Organizational resilience and agility in peak conditions.
- Productivity skyrocketing through lower absenteeism and higher engagement.

More and more employers are incorporating "50+" solutions into their staff wellness programs. Research shows that over half of employees are motivated to enroll in such programs. Many organizations simply don't know where to start.

Are you willing to be an industry leader or risk being left behind?

Our work is for your employees 50+ who are:

- **Looking to feel more valued and included in their current job and/or...**
- **Looking to feel more integrated, involved, and inspired in their current profession and/or...**
- **Seeking balance in all dimensions of life while optimizing career or business satisfaction and/or...**
- **Envisaging their 55-65+ next phase of life "retired" from their current organization seeking inspiration, support, and serenity in their thoughts and choices and/or...**
- **Transitioning within or outside their organization seeking agility, confidence, and, perhaps, re-invention.**

WAKE-UP!



Globally, more than 40% of the workforce is over 50.

By 2030, it's projected that the world's largest economies will have more jobs than workers to do them. The time is NOW.

BENEFITS

Providing programs geared toward mid-life professionals can help you, as an organization:

- Understand the cost of not anticipating workforce retention impacted by demographic trends.
- Position your organization as an industry leader through updated Diversity and Inclusion initiatives.
- Reinforce your organization's ability to conquer business challenges.
- Reduce absenteeism to increase productivity.
- Proactively plan and anticipate demographic trends to ensure a stronger talent pipeline.
- Tangibly support your organization's values with concrete actions and measurable results.

SHAKE-UP!



Support your
company's values with
**concrete actions and
measurable results!**

OUTCOMES

- A PowerPoint summary report for you to present your business case to top management, or for co-presentation to key stakeholders.
- Conclusions of the current state with benchmarks where appropriate.
- Recommended action items for each dimension.
- The business case supporting each recommendation.
- Roadmap with priorities clearly defined.

APPROACH

THRIVE!

Our WUSUT Check-Up begins with a 2-hour brainstorming session with key stakeholders. Together, we will complete a checklist covering the 5 Dimensions of Well-Being – Physical, Emotional, Intellectual, Spiritual, Financial - as well as your General Support Structure. Results will allow us to assess the current state, determine priorities and recommend the next steps for moving forward.

THE 5 DIMENSIONAL WAKE-UP CALL!



YOUR INVESTMENT INCLUDES

- Our customized preparation to your context.
- 2-Hour Brainstorming session.
- Report preparation, and development of recommendations.
- Live Interaction with 2 experts and access to relevant benchmark data.
- PowerPoint conclusions report.
- 1-Hour presentation of the report.

INVESTMENT

Roadmap co-elaboration
CHF 4990.- (+ VAT)



Ellen Kocher is an Economist and Certified Workplace Wellness Consultant. Master's Degree in Health & Wellness Coaching, ICF PCC, Health and Mindful Eating Coach, Co-Leader ICF Community of Practice HWC.

Educated in the USA, she has lived in Switzerland for over 30 years. Following 10 years in Finance, Ellen understands the challenges of a busy working lifestyle. In 2003 she lost weight and found her new self through nutrition and lifestyle change. With her company, Whealthness, she has dedicated the past 17 years to nutrition and workplace wellness. She promotes a non-diet, mindfulness-based approach to eating, physical activity, holistic health, and self-care.

Ellen has coached hundreds of individuals and groups in dozens of organizations to make sustainable lifestyle changes empowering them to go from knowing what to do to actually doing it!

Dominique Ben Dhaou is a Swiss-born National who has been working in Human Resources leadership roles in international organizations for over 30 years. She has experience in 12 different industries across continents.

As the Founder and Managing Director of PointNorth International, she helps professionals and executives reinvent a career that truly fits their experience, values, skills and purpose. She also helps organizations pivot their business to address new clients' and employees' expectations. Her passion for untapped potential goes far beyond conventional human resources practices.

Awarded several times for her international experience in leading the Human Resources function, she is certified in recognized assessment tools, as well as Mental Fitness and Neuro-Linguistic Programming.