

# Addressing the needs of the baby boomer workforce

Plan sponsors are tasked with finding solutions for a diverse, multi-generational workforce that help employees get on the path toward income for life in retirement.

Employees have a common desire to optimize their current finances while establishing a plan to never run out of income in retirement. However, the needs between each generation vary.

Let's look at those born between 1946-1964.

## Meet Barbara:

74M

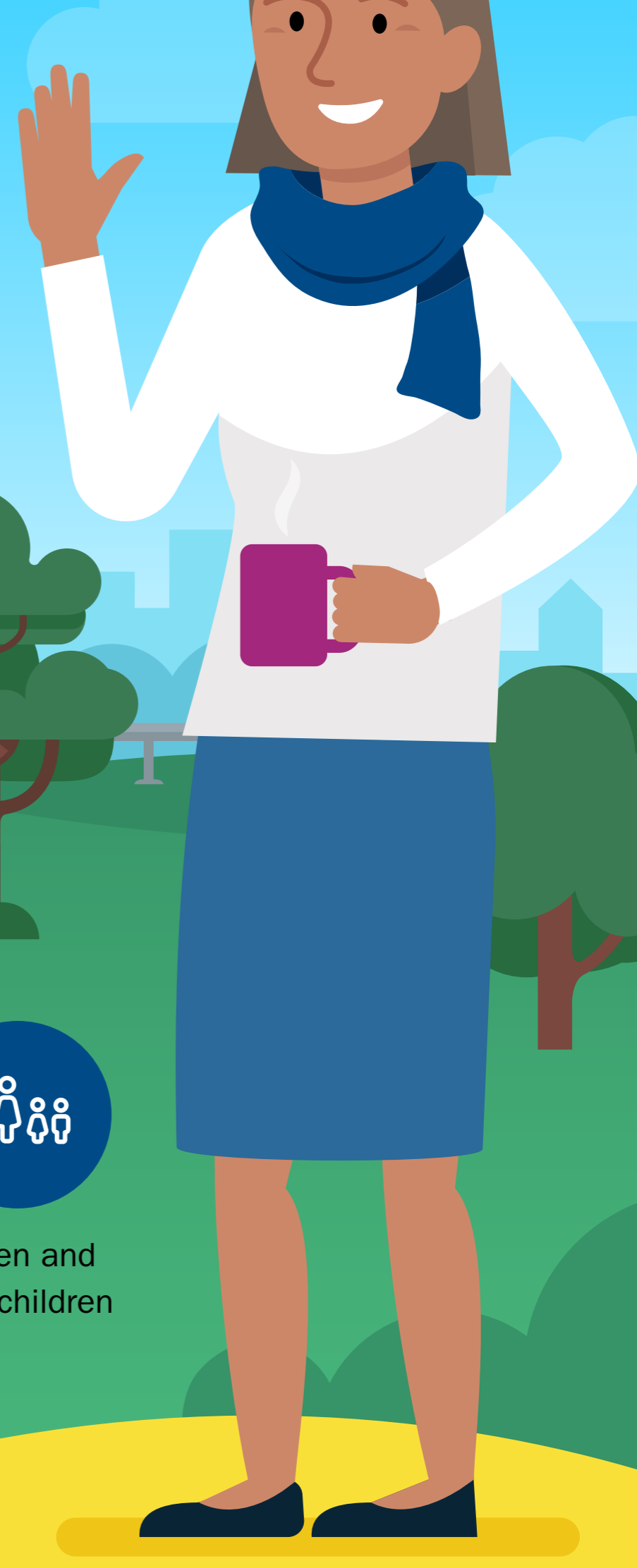
1 of 74 million baby boomers across the country<sup>1</sup>



63, looking to retire, focused on how she can **convert her savings into income** that won't run out in retirement



4 children and 5 grandchildren



## Things that are top-of-mind for baby boomers like Barbara:

Weak periods of growth during the 2008-2009 recession affected her investment portfolio, which is one reason she is still working.

25%

Only 25% of baby boomers are confident their savings will last through retirement<sup>2</sup>

She's aware of the rising cost of healthcare in retirement.

50%

of baby boomers have not factored in the cost of long-term care insurance<sup>3</sup>

She isn't ready to let go of the personal fulfillment she gets out of her job.

10K

Many of the 10K Americans retiring each day have overlooked the psychological impact of major life changes<sup>4</sup>

She enjoys sharing her legacy knowledge with her younger colleagues.

41M

There are 41 million baby boomers in the workforce who may be your most seasoned employees<sup>5</sup>



## Barbara's current and future financial needs include:

Basic needs—housing, food, and especially healthcare

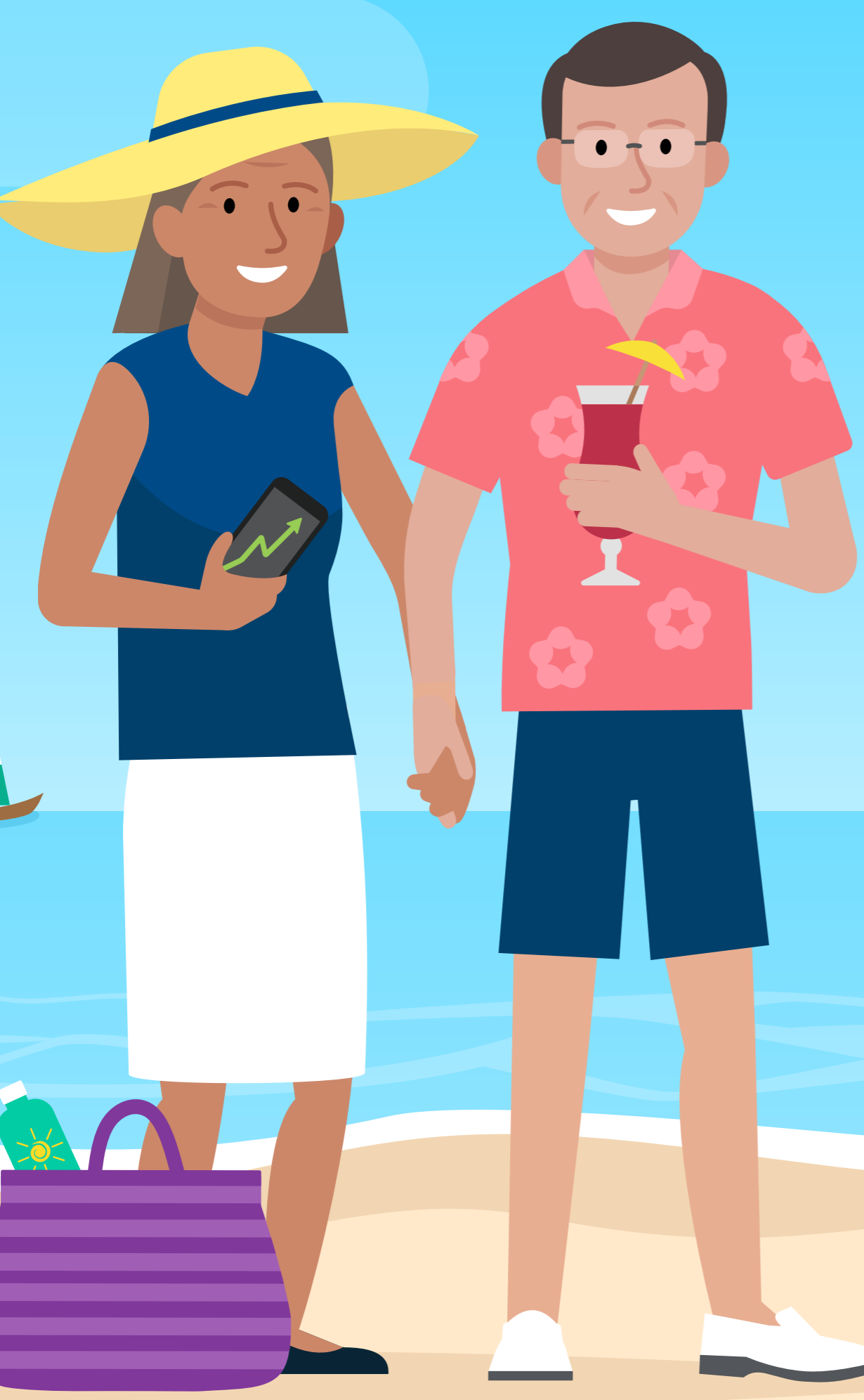
80%

Around 80% of older adults have at least one chronic condition<sup>6</sup>

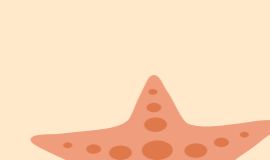
The ability to live comfortably in retirement with a steady stream of monthly income she won't outlive

Assurance the rising cost of living will not outpace her investments

Avoidance of market fluctuations that will impact her lifestyle



Baby boomers are closer to retirement than other generations, which means they need to start considering how to **transition savings into structured income** for retirement.



## How plan sponsors can help baby boomers build their path toward retirement

**Provide them with personalized advice and financial literacy training.** Not all generations need the same advice. Show baby boomers the ways they can maximize their plans now to ensure lifetime income in retirement.

**Offer holistic financial solutions,** such as budgeting, workplace banking, and transitioning to retirement. Help these employees align their asset allocation with long-term income needs.

**Make sure your overall benefits package meet their needs** today, and their retirement investment strategy includes consideration of their healthcare needs when they leave the workforce.

**Offer retirement investment options that allow participants to invest easily** and achieve income for life.\* Help them plan the transition to retirement and educate them on options for converting all or a portion of their retirement savings to a stream of income for life in retirement.

**Consider phased retirement relationships** where retirees work part-time as they leave the workforce. This will allow them to share their knowledge and experience with the teams poised to take over their responsibilities.



Your employee base is changing—are your benefits still meeting their diverse needs?

Discover more about this modern workforce

GET STARTED

1. Millennials expected to overtake Baby Boomers as America's largest generation. Fry, Richard. Pew Research Center, 2018.  
2. Are you a baby boomer? What to your retirement readiness?. Johnson, Joel. Forbes, 2018.  
3. Baby boomers face retirement crisis - The savings, high health costs and unrealistic expectations. Pizarri, Bob. CNBC, 2019.  
4. Happiness in retirement is about more than account balances. O'Hara, Sarah. CNBC, 2019.  
5. Millennials are the largest generation in the U.S. labor force. Fry, Richard. Pew Research Center, 2018.  
6. How the healthcare shortage will affect the baby boomer population. Hamilton, John. Christian Today, 2019.

\* In retirement, your employees can convert savings into a stream of lifetime income payments. Options include choosing between receiving guaranteed fixed income payments or variable income payments that change based on investment returns. This material is for informational or educational purposes only and does not constitute investment advice under ERISA. This material does not take into account any specific objectives or circumstances of any particular investor or suggest any specific course of action. Investment decisions should be made based on the investor's own objectives and circumstances.

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