

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 country¹



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 retirement²

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 insurance³

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 changes⁴

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 employees⁵



Barbara's current and future financial needs include:

› Basic needs—housing, food, and especially healthcare

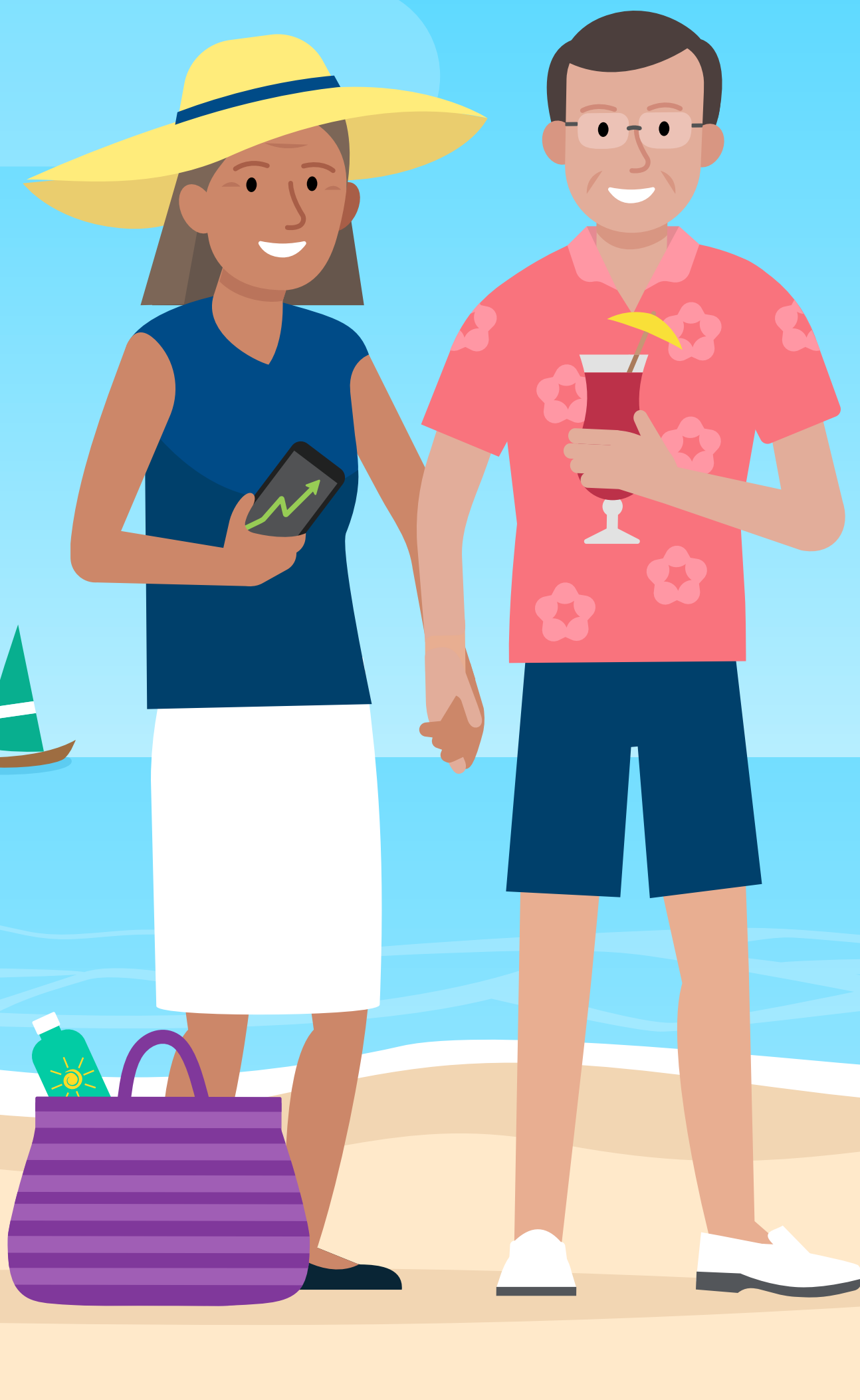
80%

Around 80% of older adults have at least one chronic condition⁶

› 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