

BATTLE PROVEN BABY BOOMERS BETTER DURING ECONOMIC UNCERTAINTY

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Mature senior managers and executives of 45+ years offer a lot of benefit to business when it comes to managing the cycles of boom and bust and one of Australia's leading HR experts confirms there is a growing demand for senior experience in executive management positions.

According to David Edwards, Strategic Manager for Drake International, the economic turmoil in world markets means there is a renewed emphasis on seeking out job candidates that have experienced changes in economic cycles, as they are more conservative in their business approach and have a demonstrable ability to assess commercial risk.

"As the only generation in the current workforce that has experienced both periods of economic growth and uncertainty, Baby Boomers tend to display more knowledge and experiential capital than younger generations. This means they come armed with the knowledge that tough times can be steered through and they take a 'hands on' approach to getting it done," says David Edwards. "The experience, maturity and wisdom of men and women in their 50's and 60's not only helps when making tough decisions but are invaluable in guiding younger, less experienced staff through turbulent times."

Edwards says the combination of knowledge and hands on experience offers employers people that are sensible, pragmatic and perhaps less inclined to panic in a nervous market and says he has observed a trend toward hiring executives with more conservative attributes this year.

Edwards' observations are supported by a 2007 survey that showed a steady increase in the number of baby boomers in managerial positions, with a 40% weighting for the demographic increasing from 27% in 2006.*

"Now is a prudent time for employers to search amongst existing staff to find those that have weathered dicey patches in the economy before and utilise them to their full potential. Drake Executive can assist companies that do not have access to senior experience, with permanent and contract executives that fit this profile and have the knowledge and skills required," said Edwards.

Drake Executive helps clients to identify executive candidates that fit the role, the organisation, and the environment in which the company is operating.

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About Drake International

Drake International is a global HR Services company and a leader in sustainable HR practice and talent management.

Established in Canada in 1951, Drake's business philosophy has stayed true since inception – 'organisations achieve the highest level of performance when they are staffed with the right people, working with the right skills, knowledge and behaviours, using the best processes and technology-driven solutions.'

One of a highly select number of global organisations providing a network of services so comprehensive it adds value across the entire HR function, Drake's portfolio of offerings include:

- Permanent and flexible recruitment
- Retention strategies and consulting
- Psychometric, behavioural and skill assessments
- Top performer profiling
- Team Building
- Training and development courses
- Six Sigma
- Employee assistance programs
- OH&S training and consulting
- Performance management solutions
- Succession planning
- Knowledge management systems
- Call Centre & Payroll Outsourcing
- Executive Coaching

For over 50 years Drake has grown to span numerous borders, industries and professions. With 25 metropolitan and regional offices across Australia, as well as New Zealand, Singapore, the Philippines, China, South Africa, the United Kingdom, Canada and the United States, Drake is positioned to help you manage your greatest asset – your people.

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Interview opportunities and images of Drake spokespeople are available on request.

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