Learning Lab
Dynamic Training for Nonprofit Leaders

Capturing the Energy and Expertise of People Age 50+

This workshop can empower communities do more with less by tapping a valuable, underused, and growing resource: the passions, talents, and skills of people age 50+. The Learning Lab offers new ideas and insights to increase the capacity of nonprofits and other agencies providing a wide range of services.

All materials and workbooks have been researched and developed by Coming of Age founding partner, The Intergenerational Center of Temple University, Philadelphia, PA.

To find out how to participate in Coming of Age: Kansas City Learning Labs.

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Exceptional one-day training: Capturing the Energy and Expertise of People Age 50+
is led by experienced professional facilitators knowledgeable about managing change in organizations and nonprofit capacity building. Participants come away with new insights, as well as realistic, actionable plans. Presentations, discussions and hands-on activities ensure that participants are able to apply the concepts they learn to the specific needs of their organization.

Who should attend:

This program is designed for volunteer managers, human resource staff, executive directors, board members, and others who want to:

- Apply insights and strategies from the latest research and best practices to further their organization’s mission.
- Attract more people age 50+ to connect and contribute to their organization.
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Agenda:
Each participant will receive individual technical assistance and a detailed workbook covering the following strategies:

How to benefit from the untapped resources that those 50+ can bring to organizations and other agencies.
Participants learn:
- Who people age 50+ are today and what motivates them to connect and contribute
- Key strategies for creating compelling opportunities that fuse their organization’s mission with the individual’s interest and skills
Activities include: Assessing skills for managing change, determining where those 50+ could be the most helpful in each organization, and crafting compelling opportunities

How to market opportunities to those 50+
Participants learn:
- How to craft a compelling message and get it to the right people
- How to create a marketing action plan and effective recruitment materials
- Tips on working with marketing professionals
Activities include: Identifying what motivates different groups of those 50+, creating a draft of a flyer for one or more opportunities, and learning how to test its effectiveness

How to create an environment within organizations to assure success for age 50+ engagement
Participants learn:
- What their personal and organizational attitudes are toward ageism
- How their organization can overcome challenges to managing change
- Effective strategies for interviewing and successfully placing those 50+ and managing an intergenerational workforce
Activities include: Exploring thoughts and feelings about working with older and younger people; conducting more effective interviews, and developing a “Let’s Get Real!” action plan

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