



FICHE GOOD PRACTICE EXAMPLE
European Network 'Career & AGE'

Identification of the 'Practice'

TITLE of the good practice: Time4YourTalent

Country/Region: Flanders, Belgium

Nature: Project

Period*: 1 December 2014- 1 December 2015

Budget*: € 255,756.81

Available in: Dutch and English

Final beneficiary: Workability (motivation) and improved access to the labour market

Leading partner: Trendhuis

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*: If known/if available

Description of the 'Good Practice'

What is the background?

Nowadays European citizens are confronted with high unemployment rates. Specific target groups – such as low-educated youngsters and over-fifties – have very few job opportunities. In a lot of cases employers are not satisfied with their CVs. The candidates do not have fewer talents than others, but they have fewer professional skills.

What are the objective(s)?

Time4YourTalent offers new opportunities to the target groups by generating new skills or capabilities based on their specific talents. Thanks to the opportunities to gain experience in a different organisation or job, Time4YourTalent will create a more mobile labour market and therefore guarantee sustainable work security for employees.

Who is the target group?

Although everyone should benefit from the project tool in the long term, Time4YourTalent focuses on the older working population (50 years of age and over).

Our previous research has shown that especially from the age of 50 onwards some employees (more women than men) think they can no longer keep up appearances till the age of 65 on the job. So they prefer leaving the workplace a lot earlier. But in fact, they are dreaming of alternative careers:

working shorter shifts

doing lighter work

working less or fading out

a total change.

Problem is that they do not dare to talk about it at work, because such thoughts could be misunderstood as the wish to stop working immediately.

What do you want to achieve?

Time4YourTalent has special interest in such alternative careers for people of the age of 50 and over. Problem is that this generation has less certificates than younger generations, but that they have a lot of talents which employers are not aware of.

So Time4yourtalent wants to establish a higher appreciation of these talents. Employers should not only consider competences (what people learn on the workplace), but also talents (what people possess or have developed themselves) when they hire new employees. This will improve the atmosphere at work and create new opportunities.

That is why Time4yourtalent develops

1. talent and vitality scans: by taking this scan, employees of 50 years of age and over can discover which qualities they possess as a person and – very important – if they are willing to develop these qualities or to use them at work

in their own company in another job situation

in another company in another job situation.

2. As a pilot case, we are going to organise special exchanges in companies and between companies. Of course we are going to list all

- strengths & weaknesses

- opportunities & threats.

What are the changes that you expect from the good practice?

The project intends to increase older employees' (aged 50 and over) job satisfaction and create new opportunities for them, such as a longer career, a better work-life balance and a higher self-esteem and obviously more appreciation.

What are the critical points to get the project running?

It is difficult to find organisations or companies willing to try out the talent policy. Employers often tend to opt for competence management.

Transferability is difficult, because we do not have the legal context yet.

Which part of your approach could be used in another context?

In all European countries talent management could be useful not only for employees aged 50 and over, but for all target groups, possibly adjusted to the situation of the country, such as more focus on the unemployment of youngsters in Spain, immigrants in the UK, etc.

Which conditions are needed to optimise the transferability of the project?

Besides some legal boundaries – all countries have their own legal situation - there are evidently linguistic boundaries. Besides legal adaptation, we will have to consider a broad insurance in all kind of work situations, discussion about wages, etc...)

Link with the focus of the network (Tick more than one box if necessary):

SYSTEM level

ORGANISATIONAL level

INDIVIDUAL level

Life phase

Career phase

Generation

Other information

Any other useful information on the Good Practice: