
SHARED EXPERIENCES POLICY

ALL IN CENSUS FINDINGS

- Only 4% of respondents were aged 55-64 compared to 17% of the UK working population.
- 15% of respondents were 45-54 versus 23% of the UK working population.
- 44% of the industry are aged between 25-34 compared to 23% of the UK working population.
- 40% of the 45-54 age bracket and 43% of the 55-64 age bracket feel that age limits their career opportunities.
- 13% of respondents in the 55-64 age bracket have felt personally discriminated against due to their age.

BACKGROUND TO THE POLICY

Ageism, described as prejudice or discrimination on the grounds of a person's age, exists within the advertising, media and marketing industry. The retention of older talent is mainly within C-suite roles despite the working population getting older and working for longer.

Men and women over 40 are leaving the industry for a number of reasons including caring responsibilities, lack of flexible working opportunities and the industry's unconscious bias around youth.

Older people often don't feel valued, seen or feel that they belong.

POLICY OBJECTIVE

To increase retention of older talent within a range of roles, not just C-suite, in the advertising, marketing and media industries.

POLICY OUTLINE

Shared Experiences is a reverse learning programme which pairs those with 15+ years' experience working in the UK advertising industry with those who have less than 5 years' experience. The programme has been designed to provide a mutually beneficial opportunity to learn from each other. The pairings should meet once a month as a minimum, either in person or virtually, for a 6-month period. We recommend pairings be managed centrally by HR for the initial stage and then managed directly by the pairings to ensure monthly contact is maintained for the duration.

BENEFITS OF THE SHARED EXPERIENCES PROGRAMME

- Building a learning culture
- Opening new lines of communication
- Closing generational gaps
- Developing skills in younger and older employees
- Sharing different perspectives and experience
- Supporting inclusivity



GUIDELINES FOR EACH MEETING

1. **Introduction** – Why you are taking part in the Shared Experiences programme e.g., a little bit about you and your background and what you would like to get from the sessions
2. **Passions** – What are you passionate about and why? What is stopping you from doing more of what you love?
3. **Skills** – What is your superpower and comes naturally to you? i.e., social media, public speaking etc. Agree what you would like to learn from your partner
4. **Learning** – Sharing session around agreed topic (partner 1)
5. **Learning** – Sharing session around agreed topic (partner 2)
6. **Review** – Discuss key learnings i.e., what each other learned from the sessions

KEY CONSIDERATIONS

- Agree on how you would like to communicate to one another e.g., email or text, times that are off limits etc.
- Outside of sessions share useful resources with one another i.e., books, podcasts, articles

REVIEWING SHARED EXPERIENCES

At the end of the 6-month programme the pairing will complete the following questions:

- Did you find the Shared Experiences programme valuable?
- What have you learnt from the experience?
- Do you feel that you can take some of the learnings forward?
- Would you recommend the programme to someone else?



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