



Having a Longevity Strategy is a Smart Capital Move



AGE
IRRELEVANCE

Benefits of a partnership

We co-create a longevity strategies for your business...

Because our mission is to show longevity is not a cost to manage—it's a value lever to pull...

...And your investors care because a clear longevity strategy is directly tied to workforce resilience, market expansion, and ESG performance

Longevity – ready

Human Capital Value

- Organisations that retain and leverage experienced talent avoid costly turnover, protect intellectual capital, and reduce hiring risks.
- A longevity-ready workforce drives productivity through cross-generational collaboration and stability in leadership pipelines.

Market Growth & Customer Relevance

- The over-50s represent the fastest-growing, most underserved consumer group in nearly every sector—from finance to fashion to healthcare.
- Companies that align offerings to life-stage needs—not just age brackets—outperform in customer satisfaction, loyalty, and spend per customer.

Longevity – ready

- **What does a Strong Longevity Strategy Look Like:**
- Data-backed talent planning, with clear age demographics, retention strategies, and intergenerational development plans
- Revenue alignment with ageing markets, through inclusive product/service design and marketing strategies
- Cultural readiness, including policies, leadership composition, and board-level oversight of age-related performance
- Disclosure and reporting on age diversity, age-related risks, and targeted impact outcome

Strategy

At Age Irrelevance we partner with visionary leaders to co-create longevity strategies that leverage the opportunity of 5 generations in the workforce – we don't just audit the numbers – we unlock the value.

“Age Irrelevance equips organisations to turn demographic headwinds into strategic tailwinds—with measurable outcomes investors can trust”

We will create a strategy based on

- Data Driven workforce insight
- Culture and belief
- Customer intelligence & Market potential
- Competitor benchmarking

Within 5 years (by 2030) over one third of the UK's workforce and nearly half of the consumer spending power will be in the hands of people aged 50+.

- The global spending power of people 60+ will reach \$15 trillion
- The workforce aged 55+ will grow by over 60% from 2020 to 2030
- Over 50's drive over 50% consumer spending
- 2 in 6 people globally will be aged over 60 – that's over 1.4 billion people
- There will be more people over 65+ than under 10.





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Find out how your organisation can
create a future proof longevity
strategy

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