



## FOR IMMEDIATE RELEASE

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## Current job and economic conditions require unique strategy for aging Baby Boomer generation workforce, says career coach/author

***“Rehired, Not Retired: Proven Strategies for the Baby Boomers!”* addresses challenges confronting 78 million Baby Boomers—many of whom now face career uncertainties previously unimagined**

(Silicon Valley, CA)— Within the next 100 days the oldest of the baby boomers (those born between 1946 and 1964) will turn 60. This event brings into sharper focus the challenges faced by some 78 million Americans in this new era of career uncertainties, volatile pension plans, rising healthcare costs, fewer jobs, and economic challenges those facing retirement can most appreciate. An August 2005 nationwide survey by Rutgers University’s John J. Heldrich Center for Workforce Development revealed that nearly 70 percent of current baby boomers plan to work past their retirement age because they simply cannot *afford* to retire.

Enter the Just-published book, *Rehired, Not Retired: Proven Strategies for the Baby Boomers!*, by Dilip Saraf, an author, who has published during the past year , three previous titles that deal with how to succeed in this upended job market by using unusual strategies. In fact, in all his books, Saraf exploits the very situation that is causing the employers to cut back and rethink headcount to survive, to benefit an otherwise frustrated job seeker.

Many who are at the upper end of the age group have already lost their jobs and are finding it difficult to get rehired. Others are forced to take early retirement even though their economic situation does not allow them to do so. Countless, especially from the airline industry, have seen their retirement benefits and pensions shrink or even disappear due to the mismanagement of their accounts by the very people they trusted—their employers. Such dire reality has forced many baby boomers and mid-career professionals to reconsider their future and find other ways to protect their golden years.

David Kaufer recently made a major change in his career at a critical juncture and decided to return to being an entrepreneur. “Dilip Saraf’s strategy to career management and change was central to my transition. David continues, “Once I was able to articulate and own my genius, my confidence went up and I was able to take risks that I would have been less inclined to take; I am glad that I made the change. I am happy and excited about my new life.”

*Rehired, Not Retired*, distills over four years’ research Saraf did working with nearly 2,500 clients, mostly from the Silicon Valley, in California, who were faced with having to retire early or finding just another job that paid much less than what they were used to. Following the job market meltdown that was triggered in 2001, the Silicon Valley was worst hit by job losses, with unemployment reaching into double digits. The Bay Area then was an employment wasteland for many high-tech professionals.

Saraf shows how to look at the current economic situation from a different perspective. For example, despite the shrinking job market and the ongoing trend of companies sending jobs off-shore, Saraf makes a case for why there are *more* opportunities now than most are willing to acknowledge. “These opportunities are particularly suited for the baby-boomer generation because of the unique skills and experiences they bring to their jobs,” Saraf explains. In his view, the changing economy has spawned an

unprecedented demand for those who understand what “hyper-human” work is in today’s growingly mechanized workplace.

“Increased automation has alienated customers and even the employees” Saraf continues, “and that is the opportunity.” Ironically, improved communications technology has blocked society’s ability to communicate properly. Saraf laments, “Highly automated services have relegated humans to doing stultifying jobs and their creativity and humanity have suffered in today’s workplace.”

In *Rehired, not Retired*, Saraf shows baby boomers how to spot opportunities that are not obvious (even to employers who are caught up in a race to cut costs), and then claim them. Once these opportunities are revealed, employers immediately recognize the competitive advantage they can derive from pursuing a proactive approach, rather than focusing entirely on cost cutting.

Another theme in the book is how baby boomers can use their own “genius” to make reinvention easier. Saraf’s studies revealed that the majority of today’s workforce (he estimates the figure to be nearly 80 percent) do not even realize that they are not applying their true talents purposefully to what they do and hence feel disconnected from their jobs. Using their own personal genius and making it their driving force in their job changes how they view their work; it helps redefine their value proposition. “We all have our inner voice, our genius, and we must learn how to discover it,” Saraf exults.

“The baby boomers are good at the high-touch approach to things,” Saraf explains. This is particularly of benefit in situations where such skills can make a difference to the customer or others who can appreciate it. For example, an empathetic follow-up after solving a difficult customer problem over the phone can bring loyalty to a relationship than merely leaving it to chance. “Baby boomers are good at knowing this,” Saraf continues. The book has many documented cases of mid-career professionals, who reinvented themselves; using the strategies Saraf pioneered and reengaged themselves, in this economy, in ways that they found exciting—even transforming. Most admit to bringing purpose back to their otherwise empty lives and getting excited about their new mission, as a result.

***Rehired, Not Retired: Proven Strategies for the Baby Boomers!*, By Dilip Saraf**, 580 pp, is available in hardcover (\$44.95),, paperback (34.95), from all fine outlets, including online stores. Many online outlets also have the eBook version downloadable for \$6.00. It is published by iUniverse, a leading non-traditional publisher of many well-known titles. ISBN for the hardcover is 0-595-36258-3 and paperback is 0-595-67359-7; the title was released in October 2005.

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\*Dilip Saraf is a career counselor, job consultant, and life coach, who is available to the media as an expert source on the topics of current job-market trends, career management, and unusual approaches to get a dream job in a tough market. Dilip also consults with corporations to help them make their workforce, at all levels, more effective.