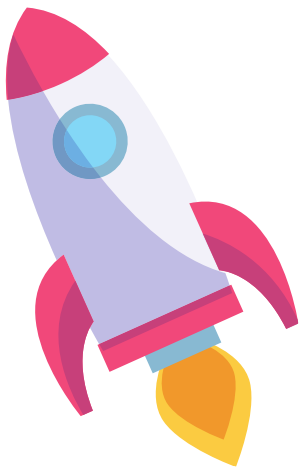




# POWERYOU TOOL



## Changing the mindset of Baby Boomers and employers

This tool develops new approach to motivate the older adults, as well as institutions, to change their mind towards the workforce at the age of 50+. It combines information about the project, success stories of Baby Boomers, step-by step guide for finding new job on the labor market, as well as information how to become an entrepreneur.

## HOW?

### Through the POWERYOU Motivational Guide

The guide offers professional and sustainable tailor-made solution for labour offices/agencies, NGOs, public administrations working with adults 50+



## THE POWERYOU APPROACH

SUCCESS STORIES

EDIGISTARS  
EDUCATIONAL  
PROGRAM

TOOLS FOR BUILDING  
DIGITAL CAREER

HOW TO WRITE  
APPLICATIONS?

THE IKIGAI  
APPROACH

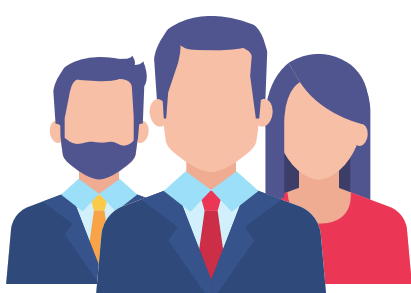
INTERVIEWS

SELF-ASSESS DIGITAL  
LITERACY QUESTIONNAIRE

ON THE  
"JOB" TEST

NATIONAL  
EDIGISTARS  
CONTACT POINTS

TESTED BY **40**  
LABOR OFFICES IN EUROPE



**320**  
PEOPLE ENGAGED FOR FURTHER  
DIGITAL (SELF) EMPLOYMENT

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