

# Pearson's Industry Brief



Brief set by  
**Pearson**

**Transform informal learning into lifelong opportunities for older workers, with a product, service, campaign or platform for Pearson**

## Background

Lifelong learning is becoming essential. We're living longer, and in our increasingly digitally-focused workplace, the concept of a 'job for life' is being replaced by portfolio careers which see people moving across industries throughout their working lives.

It's an exciting prospect, but it can present tricky challenges for people later in their working lives, whose skillsets may need updating to remain relevant and employable. Pearson believes that "wherever learning flourishes, so do people", and enables people to learn through every stage of life.

## The Challenge

Design a campaign that promotes informal learning and helps people explore exciting opportunities to improve their employability as they reach the later stages of their working lives.

For example, your solution could be a campaign celebrating the benefits of continued learning, or many other ideas. The possibilities are endless.

## Who is it For?

Your solution needs to support people aged 55+ who are either working or wanting to be in work. It can be a broad, universal solution, or more specifically focused – for instance on one country's particular issues, or a vocation especially impacted by the changing world.

## What to Consider

- With retirement ages shifting later, your audience may have more working years left than they previously believed. What impact might these changing expectations have on their needs? And how might this affect your solution?
- How will you reach your audience? Will you target them directly, or channel an intervention through employers, the wider community, libraries, museums, or even via brands?
- Which other related challenges and concerns might your audience be facing? For instance, could your solution enable them to support themselves through their retirement as well as keeping them in fulfilling work until that time?

- What advantages might older learners or workers have, that can benefit their employers, communities or themselves? How can you leverage these to ensure your solution really makes a difference?
- Technology could play a major role in your solution, but this brief is human at its heart. Embrace new and developing technologies thoughtfully to solve genuine problems for real people – don't just use them for the sake of it. A lo-fi solution could be equally effective as something more cutting-edge.
- Do your research. But don't just read; get out and speak to real people and gain a true understanding of your audience – and don't patronise them.