

## Riding The Age Wave

### *Emerging Trends & Strategies for Continued Success*

Course Code: 561

3 Continuing Education Credits — 3 hours

*"We live in the midst of a first-time-in-history demographic revolution that's redefining everything we take for granted: home, work, leisure, family, old age, status, success, retirement...and the list goes on. Ingrained stereotypes, misconceptions and values—carry-overs from the last two centuries—undermine awareness of the vast opportunities triggered by this unique time." — PJ Wade*

**The provision of services and products to the Maturing Marketplace (that's Boomers—known collectively as *The Age Wave*—and their parents, today's "Seniors") continues to lag far behind existing demand and to ignore expanding potential.** Opportunities abound, but they are often overshadowed by 20<sup>th</sup>-Century stereotypes and misconceptions about these two dynamic groups, emerging cross-generation issues, the new retirement and active extended living.

*The Age Wave*, a demographic revolution enhanced by the continuing technological whirlwind, drives the current re-evaluation of business principles, communication ethics and consumer expectations. In responding to this new era in client service and relationship management, successful 21<sup>st</sup>-Century organizations and professionals must continually adapt their services, products and communication programs to reflect:

- Respect for the experience, knowledge and purchasing power Boomers and their multi-generation families bring to any transaction
- Challenges for those attempting to transform themselves from "follow-the-leader" reactions to independent *Forward Thinking*
- Solutions for new problems, and new solutions for seemingly-familiar problems
- Interconnectivity across media, generations and distances that emphasizes the great value of relevant conversations.

**To book PJ Wade: [priority@TheCatalyst.com](mailto:priority@TheCatalyst.com)**

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### *Emerging Trends & Strategies for Continued Success (cont'd)*

*"As the 21<sup>st</sup>-Century rolls on, too many professionals and organizations—and their clients—may be unconsciously restricting choices and limiting future success because their thinking and decision making is stuck in the past." — PJ Wade*

How will you contribute to revisions of your clients' definitions of "success"? During this informative strategic session, **Futurist & Strategist PJ Wade** explores the many ways that the combined impact of exploding technology and newly-emerging extended-living lifestyles creates never-before-in-history opportunities for professionals and businesses at all stages of consumers' lives:

- How have you consciously adapted your thinking to living and working with first-time possibilities, fading realities and emerging trends?
- Which 20<sup>th</sup>-Century misconceptions and stereotypes are holding you back from clear, innovative *Forward Thinking*?
- What impact will the human revolution of *The Age Wave* and the *Maturing Marketplace* have on careers, lifestyles, home...for your clients, and on finance, investment, services...in your industry?
- Why should all professionals and industries consider the most significant North American short-coming when designing their services and products?
- How can you uncover emerging and overlooked trends that may offer advantages for you and your clients?
- While you explore the professional and personal challenges of serving this new, diverse, continually-evolving marketplace, why should you put your own plans for the future in perspective?

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### **About Facilitator & Catalyst PJ Wade**

Futurist and Strategist PJ Wade earned her title "The Catalyst" by translating the dynamic impact of Boomers and their multi-generation families into relevant business, workplace and lifestyle trends. PJ's age-free, borderless view of the future keeps her in demand as strategic coach, business consultant, media commentator and provocative speaker. PJ's wide-ranging knowledge of emerging trends and cross-generation influences reinforces her talent for *Forward Thinking*—a stimulating ability she demonstrates regularly. PJ is currently writing "Unretirement & Other Essentials," an innovative series of print and ebooks for Boomers and the professionals who serve them. PJ's latest business book is "What's Your Point?" ([CatapultPublishing.com](http://CatapultPublishing.com)).

**For more, visit [www.TheCatalyst.com/continuingeducation.html](http://www.TheCatalyst.com/continuingeducation.html)**