

Riding The Age Wave *Emerging Trends & Revolutions Galore!*

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 and challenges 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 20th-Century stereotypes and misconceptions about these two dynamic groups, emerging cross-generation issues, and the active extended living that is 21st-Century "retirement."

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 21st-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, social networks, and anti-ageism.

To book PJ Wade: priority@TheCatalyst.com

Riding The Age Wave

Emerging Trends & Revolutions Galore (cont'd)

"As the 21st-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 do you contribute to your clients' redefinition of "success," "aging," "living," and "retirement"? 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 and challenges for professionals and businesses at all stages of consumers' lives:

- How have you consciously adapted your thinking to living and working with first-time-in-history possibilities, fading realities, and emerging trends?
- Which 20th-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, how can you keep 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 ebooks for boomers and the professionals who serve them. PJ's latest business book is "What's Your Point?" (CatapultPublishing.com).

For more, visit www.TheCatalyst.com/continuingeducation.html