

## Boomers & Their Parents: *What Do They Want?*

Course Code: 562

3 Continuing Education Credits — 3 hours

*"Most people dream about escaping work, but they don't dream big enough—or far enough into the future. Many individuals and couples, contemplating their future, confuse financial planning with vacation planning—usually their only experience with lifestyle design and changing the future. Too many prospects, clients and professionals short-change themselves and their families. They underestimate the full potential of the decades-long extended living that lies ahead, simply because they don't understand what choices they have."*

— PJ Wade

**The leading edge of North America's almost 85 million Boomers are now in their 60's and Boomers have discovered they may have more in common with their parents than ever before—even though they want completely different futures.** This is only the beginning of that divergence!

Increasingly, services, products and design that reinforce, enhance or protect personal independence—in business and in life—will be in demand. Boomers and their parents have no intention of relinquishing their independence the way past generations have, even if they need help preserving it. Preservation of individual independence, whatever life holds, is the key to a successful, satisfying future. Where do you and your services fit in?

Boomers and their parents are intent on successfully managing their wealth, achieving personal goals and dealing with lifestyle/career shifts. These demanding consumers require forward-thinking organizations and professionals with up-to-date, practical, cost-effective products and services.

**Your ability to anticipate and deliver what Boomers and their multi-generation families want—even when they themselves don't know exactly what they need—will determine your success in this fast-paced, ever-changing world.**

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

## **Boomers & Their Parents: *What Do They Want?* (cont'd)**

The following issues will be addressed to assist participants in evaluating their strengths and challenges in attracting new prospects, strengthen client bonds and gaining market share in their chosen business niche, regardless of current economic patterns:

- Explore how to tap into the tremendous emerging business potential of Boomers (known collectively as *The Age Wave*) which will involve cross-generation wealth and knowledge transfers
- Learn which innovative, practical approaches to communicating with these diverse, demanding consumers, will enable you to receive credit for opening the lines of communication across generations
- Discover why some of the most effective communication approaches involve considering Boomers in the context of their multi-generation families and their careers
- Understand how to decide which are the key factors and elements in successfully and consistently differentiating yourself and your practice or firm from existing and emerging competition
- Experiment with methods which are effective for rekindling past client relationships and expanding into new niches
- Appreciate what can you contribute to Boomers' redefinition and recalibration of life and business which was triggered by the economic meltdown, and discover which approaches will be most effective with your target clients

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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)**