

The Retirement that WORKS

With Mitch Anthony

Solving a Problem

Audience

- Mass affluent investors ages 50+
- Financial advisors who want to reach pre-retirees.

Audience Goal

- Reframe the relationship between Work and Retirement.

Audience Obstacles

- Some need to work.
- Some will be miserable without work.
- Some love what they do and are being pushed to retire.

How We Can Help Our Audience

- Inspiring presentation that helps 50+ investors reestablish balance in retirement.



Vacation or Vocation?

The *Institutional* Retirement vs. the *Individual* Retirement

Institutional Design

- You're *done* at 65 (Done = used up, useless, past your prime).
- Your work is finished.
- A life of leisure is all that is left.

Rand Research is in showing that:

- Many *want* to work longer.
- 60% go back to work at least part time within 12 months (role of boredom).
- Limitations of leisure
- 2-4 attempts

Work Redefined

- Redefining WORK—no longer a four letter word?
- “An engagement that brings *value* to others and *meaning* to you.”
- Try this phrase out for impact: “At the age of 65...”

The Old and New Paradigms of Work

OLD = Work—Identity—
Significance

NEW = Significance—Identify—
Work

Questions:

1. What brings me joy?
2. What do I bring?
3. Where do I bring it?

The Benefits of WORK

others

- What you lose when you leave
- Health Studies
(mental acuity and health)
- Determining the working values that fulfill you

What You Lose When You Leave

others

- Challenge
- Connectivity
- Creativity
- Competition
- Continued Learning
- Cash/Benefits
- Contribution/Impact
- Relevance



MASLOW AND RETIREMENT

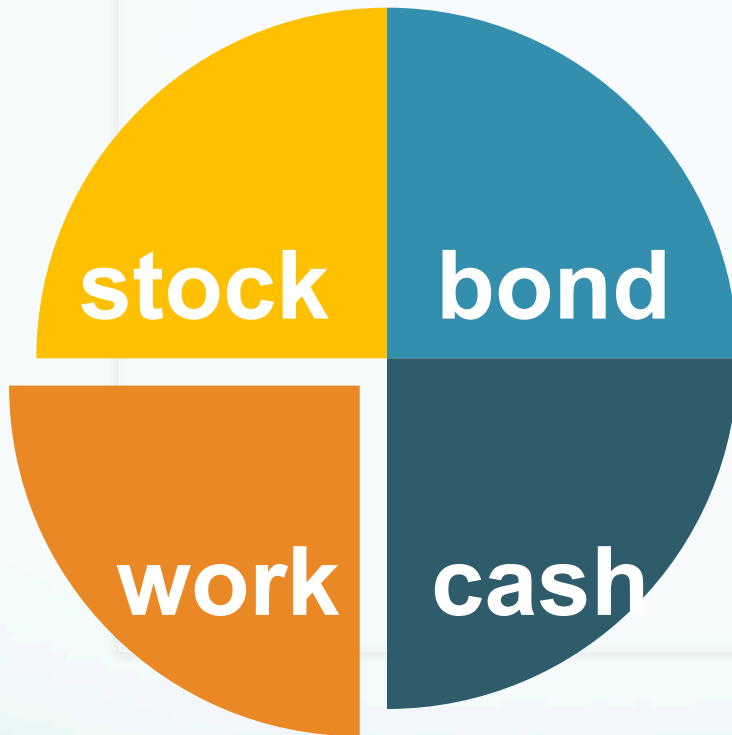
The Old Retirement was premised only on *wants* and assumed all we wanted was leisure.

The New Retirement is premised on balancing *needs* and *wants*.

The Old Retirement was focused on *vacation*.

The New Retirement is focused on balancing *vocation* and *vacation*.

- Survival
- Safety
- Loved ones
- Freedom
- Self Actualization



- How to add a ½ million to your nest egg (Social Security payouts)
- Delayed distributions
- Additional income
- Improved health

The New Retirementality Challenge

- Keep meaningful pursuits at the core of what you do.
- Continue to challenge your mind, body, and heart.
- Round out your pursuits.
- Delay your distributions.

others

The Attitude Instrument

others

- “Elasticity Required” (*Mayo Clinic study on anxiety and pessimism*)
- “I’m getting old” is a self-fulfilling prophecy. As soon as you say it, the words begin to shape your reality.
- “Most people say when you get old you have to give things up, but I think we get old *because* we give things up.” – *Theodore Green (93-year-old senator)*