



Concepts drawn from *“With Purpose: Going From Success To Significance In Work And Life”* by Ken Dychtwald, PH. D.

Presented by Mike Brunt, Owner, Home Instead Senior Care

# Finding Purpose Through Serving Seniors

# A New Vision for 50s and Beyond

- Later life is evolving into an extraordinary period of good health and extended opportunity.
- The Boomers are coming!
- As of January 1st, 2011...
  - Every day, more than 10,000 Boomers in the U.S. turn 65.
  - This will continue to occur *every day* until the end of 2029.

# Boomers Will Re-Define Retirement

- [Video](#) – Boomers to change the face of aging
- Boomers are an emerging army of dedicated, motivated, purpose-seeking volunteers



- Today's retirees feel youthful and vital. They want to stay engaged and relevant.
- They not only want to play, but they want to share what they've earned and what they've learned.

# The Sweet Spot of Life

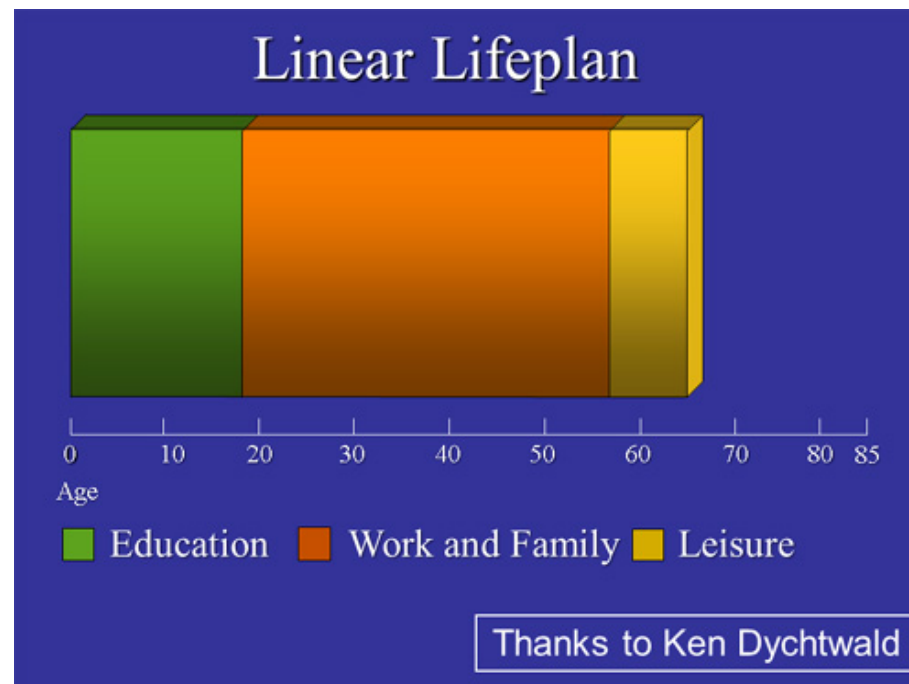
- Soon-to-be Boomers are entering the “sweet spot” of life
  - Careers are becoming less important / demanding
  - Child-rearing obligations are receding
  - Still have the energy and desire to be engaged and productive
- It is estimated that the number of older volunteers will increase by 50% as boomers reach maturity.

# Longer, Healthier Lives

- 160 years ago less than 5% of Americans and Europeans reached age 65.
- By 1930, the figure was still well below 10%.
  - (Our Social Security system was established by law in 1935)
- Now, the number of 65-year olds globally will double by the year 2050.
- And, by then, the average 50-year-old will reasonably expect to live another 40+ years.

# The Way It Was – Linear Lifecycle

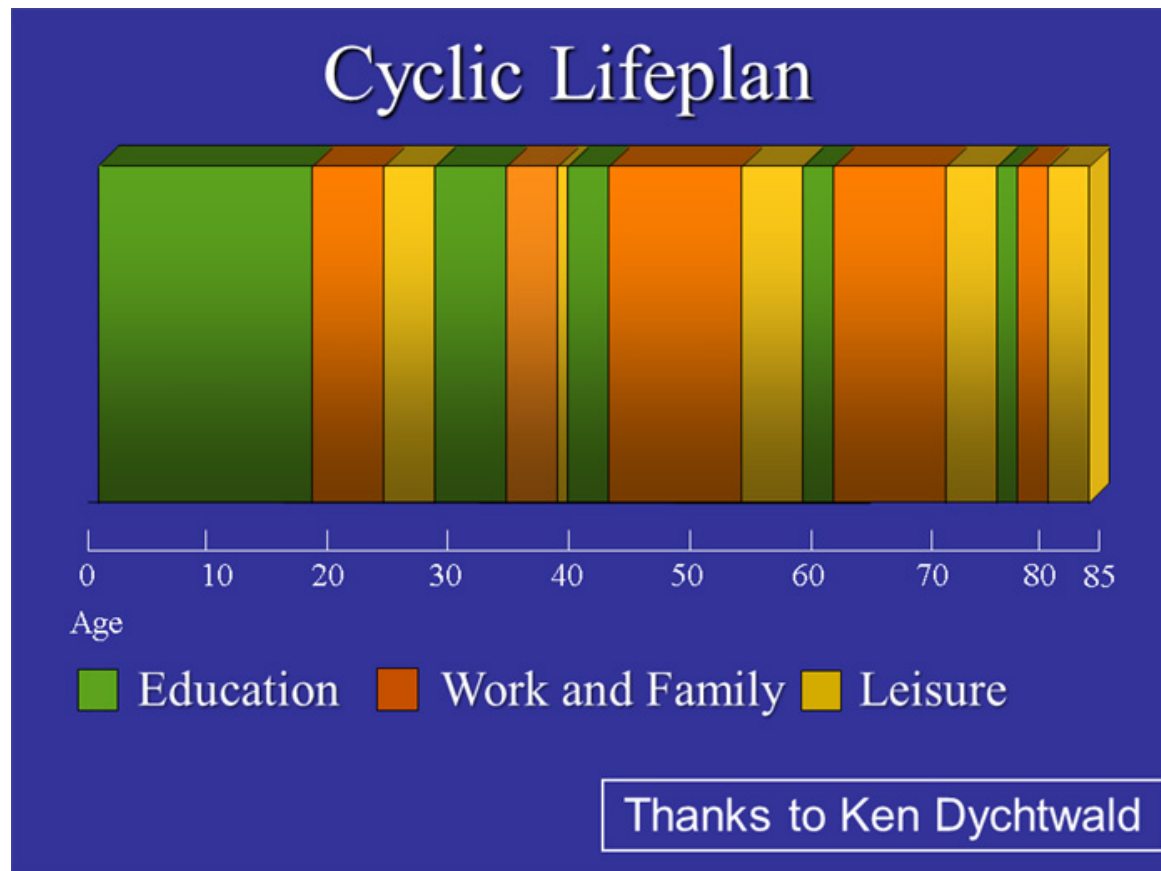
- Up until now, our basic life cycle has been viewed as ...LEARN, EARN, RETIRE



# The Longevity Bonus

- If we can expect to live 25 years longer or more, what will we do with this “Longevity Bonus”?
  - Instead of tagging the bonus years on the end without changing what comes before, why not distribute the longevity bonus at intervals along the way?
- You work longer but take extended sabbaticals along the way to start a new career, go back to school, fall in love again, discover new passions, and generally reinvent yourself over and over again.

# Distributing the Longevity Bonus



# A New Life Cycle Model

- A more interesting model for our life cycle is beginning to emerge...LEARN, EARN, RETURN
  - Return and pursue new dreams and set energizing new goals about how to give something back.



# Middlescence – A New Life Stage

- The idea of “adolescence” was created at the beginning of the twentieth century as child labor laws and better access to high school education postponed adulthood.
- Now, old age will have to be moved back as 50-year-olds enter the new life stage of “middlescence.”



Fifty-year-olds are no longer turning the corner to old age as was the case in our grandparents' times.

# How Will You Use Your Life?

- **Too many people think they have to be wealthy to make a difference. Small deeds and contributions matter.**



**Being significant isn't only about moving mountains, it can also be about moving handfuls of dirt.  
Anyone can do it!**

**[Ken Dychtwald Video](#)**

# Rewriting the Rules of Success

- We have allowed the notion of success to become inextricably tied to material gain and outward appearances. This definition is a sham that will not serve us well in the years ahead.



# Success Viewed with the Benefit of Hindsight

- Feedback from seniors shows that “peak moments” in their lives involved the following elements:
  - Close and rewarding personal relationships
  - Accomplishment and personal growth of any kind
  - Rising above personal indulgences and focusing on helping others



# Things That Matter Most



*“Earlier in my life, I thought the things that mattered were the things that you could see, like your car, your house, your wealth, your property, your office. But as I’ve grown older, I’ve become convinced that the things that matter most are the things that you can’t see – the love you share with others, your inner purpose, your comfort with who you are.”*

Jimmy Carter

# Maslow's Heirarchy of Needs



# Beyond Maslow

- Perhaps Maslow didn't go far enough.
- His model largely aggrandizes a self-focused mindset and lifestyle.
- If we are going to live into our 90s, more will be demanded of us.
- “LEGACY” could be the apex of Maslow's triangle.
  - This level is where we transcend self by taking the best of who we are to engage in meaningful activities and pursuits, thus paving the way for future generations.

# Serving Seniors as Your Legacy

- Of all the ways to make a difference, why choose to work with seniors?
  - There are so many seniors with so many needs.
  - They truly appreciate the help rendered.
  - There is something very right about honoring those who have gone before.



# Wired to Serve Seniors

- How to know if you have “the gene” to serve seniors
  - You are a natural helper with your own aging family members.
  - You are patient and kind.
  - You enjoy being with seniors and always have.



# “A Sunset Made More Beautiful”

*“It is difficult for those who are young to understand the loneliness that comes when life changes from a time of preparation and performance to a time of putting things away...To be so long the center of a home, so much sought after, and then, almost suddenly to be on the sidelines watching the procession pass by - this is living into loneliness...We have to live a long time to learn how empty a room can be that is filled only with furniture. It takes someone...beyond mere hired service, beyond institutional care or professional duty, to thaw out the memories of the past and keep them warmly living in the present...We cannot bring them back, the morning hours of youth. But we can help them live in the warm glow of a sunset made more beautiful by our thoughtfulness...and unfeigned love.”*

Elder Richard L. Evans

# Opportunities Presented Today

- Part-Time Employee
  - Home Instead Senior Care
    - CAREGiver<sup>SM</sup> for elderly clients in Washington County
    - [Inspiring Video](#)
- Volunteer
  - Impact NW Senior GAP
    - Bill paying and money management for low-income seniors
  - Hospice of Washington County
    - Hospice volunteer to provide companionship and family respite
  - Elders in Action
    - Various advocacy and volunteer opportunities with seniors

# Questions and Mingling

