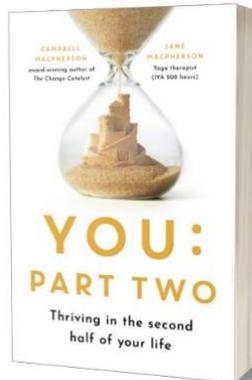


ENGAGE YOUR LUCRATIVE 50+ CUSTOMERS ENERGISE YOUR INVALUABLE 50+ EMPLOYEES

with keynote speeches from the authors of:

*"A clear headed,
invigorating and
inspiring guide to
the rest of your
life."*

Kirsty Young
Broadcaster



YOU: PART TWO

Thriving in the Second Half of Your Life

Campbell Macpherson and Jane Macpherson
Published 19 August 2021 by Robinson (Little, Brown)

If the global “over-fifties” population were a sovereign state, it would be the third-largest economy in the world and growing the fastest.

Second Halfers own 75% of the private wealth. They are the business world’s most lucrative consumers and most valuable employees. **You need them and they need your attention!**

In an ageing society that is ironically obsessed with youth, we Second Halfers have no intention of fading away. This is our time to shine. We are healthy, vibrant and brimming with as-yet-unfulfilled dreams, hopes and plans. We are 50 years young, not 50 years old.

Your Second Half customers and employees are having to deal with multiple life-altering dilemmas all at once - at work, at home and within: ubiquitous ageism, crises of confidence, menopause, search for purpose and relevance, changing careers, starting a business, boomerang children, ageing parents - all while looking for ways to fund it all.

And so many Second Halfers don't know where or who to turn to for help.

Entertaining, uplifting and insightful keynotes from award-winning author and change specialist Campbell Macpherson and yoga therapist co-author Jane Macpherson will help your audience to embrace these changes and thrive in the second half of their lives.



CAMPBELL MACPHERSON is a keynote speaker, international business adviser and change expert, Executive Fellow of Henley Business School and award-winning author of *The Change Catalyst* (2018 **Business Book of the Year**) and *The Power to Change*. He helps leaders worldwide to align their people to a clear strategy, lead sustainable change and build cultures that embrace change. He has extensive experience working for and with the financial services industry, understanding both how that industry works and how it should work! campbellmacphersonspeaker.com

JANE MACPHERSON is a fully qualified yoga teacher and yoga therapist who has been helping clients to build inner strength and accept change for more than fifteen years. She runs yoga retreats worldwide and conducts classes and one-on-one therapy sessions online and in person from her studio in Cheltenham, England. Jane's prior corporate career included senior marketing roles with a variety of multinational corporations including Barclays, Westpac, Pepsi and Ogilvy & Mather. Jane co-authored the chapter 'The Power of Yoga' in *The Power to Change*. janemacphersonyoga.com



Topics include:

Ageism – the biggest ‘ism’ of all
The importance of attitude
Extending our prime
Resilience & embracing change
Radical acceptance & contentment
Meaning, purpose & relevance
You Tomorrow

Menopause vs MenoPorsche
Thriving through menopause
Navigating the aged care labyrinth

Enlightened employers invest in their 45+ employees
Working in the second half
Changing careers
Starting your own business
Why Second Half entrepreneurs are more successful

‘And then a miracle happens’ – funding your Second Half Pension? What Pension?
Saving for Part Two - are you investing or gambling?
Financial Services firms we admire