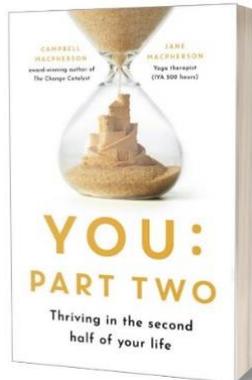


ENGAGE YOUR LUCRATIVE 50+ CUSTOMERS ENERGISE YOUR INVALUABLE 50+ EMPLOYEES

with keynote speeches from the authors of:

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

Kirsty Young
BBC Broadcaster



YOU: PART TWO

Thriving in the Second Half of Your Life

Campbell Macpherson and Jane Macpherson

Published worldwide by Robinson (Little, Brown)

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!

Second Halfers own 75% of the private wealth. They are responsible for 54% of consumer spending and yet attract only 5% of advertising spend. They are your most experienced employees – and yet feel ignored and overlooked.

You need them and they need your attention!

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.

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 since 2005. She runs yoga retreats worldwide and conducts classes and one-on-one yoga 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 O&M. janemacphersonyoga.com

Keynotes - Workshops - Seminars - Online Portals - Videos - Books - Yoga

Topics include:

- Thriving in the second half of your life
- Marketing to the Over 50s
- Engaging with your most experienced talent
- Mid-Life MOT
- Ageism – the biggest 'ism' of all
- The importance of attitude
- Extending your prime
- Resilience & embracing change
- Radical acceptance & contentment
- Meaning, purpose & relevance
- You Tomorrow
- Menopause vs MenoPorsche
- Thriving through menopause
- 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?
- 'Don't Panic!' and other useful tips for investing