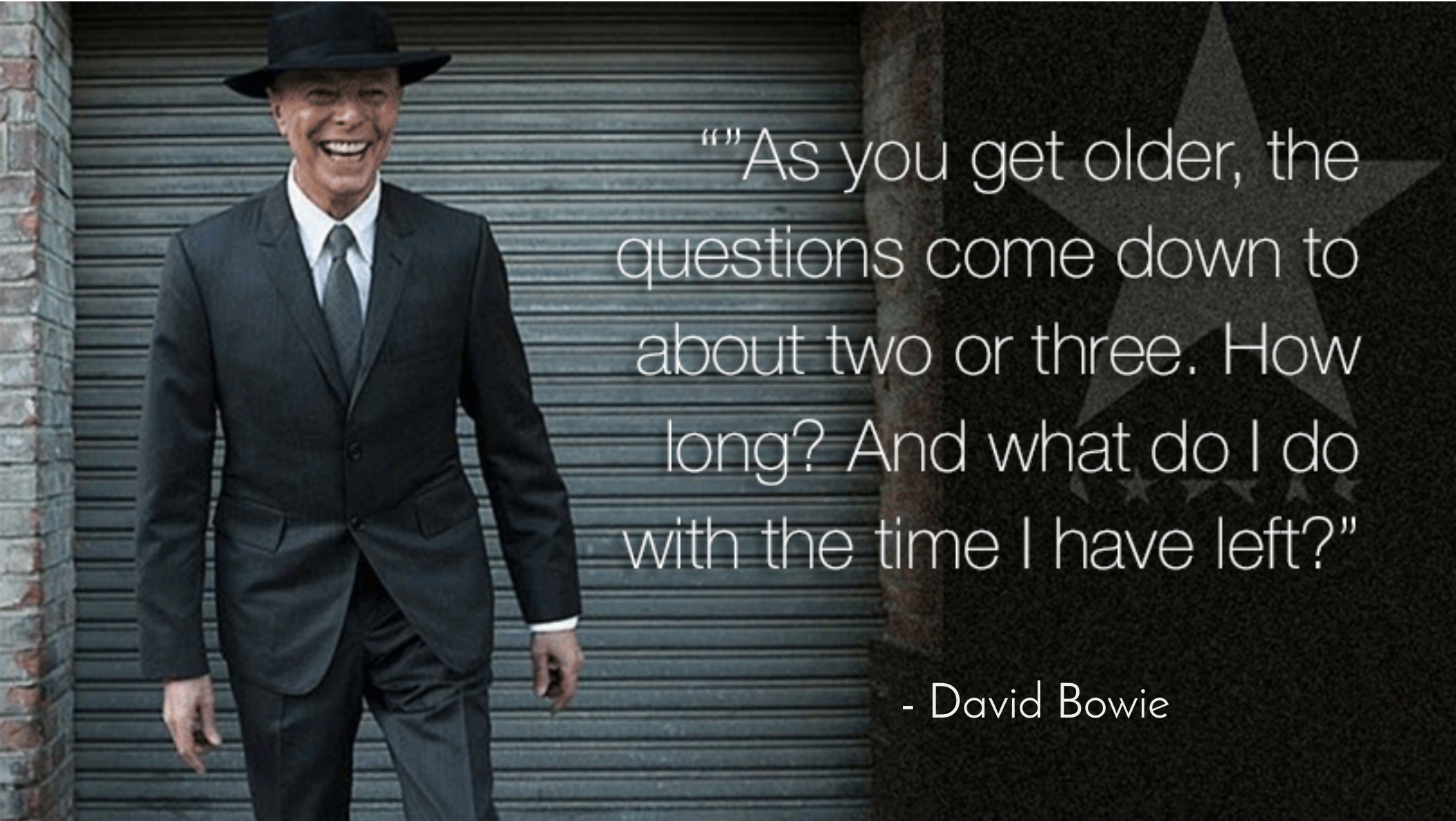


A long wooden pier with white railings extends from the foreground into the distance, leading towards the ocean. The sky is a deep blue with scattered white clouds. The overall scene is serene and evokes a sense of a long journey or path.

The Second-Act Manifesto

Extend (and Sustain) Your Career
Beyond Traditional Retirement

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“As you get older, the questions come down to about two or three. How long? And what do I do with the time I have left?”

- David Bowie

My Unexpected Career...

18 jobs/35 years

2 years/job

quit: 6 jobs

ended: 5 jobs

fired: 7 jobs





Who Are We?

born 1946 - 1964

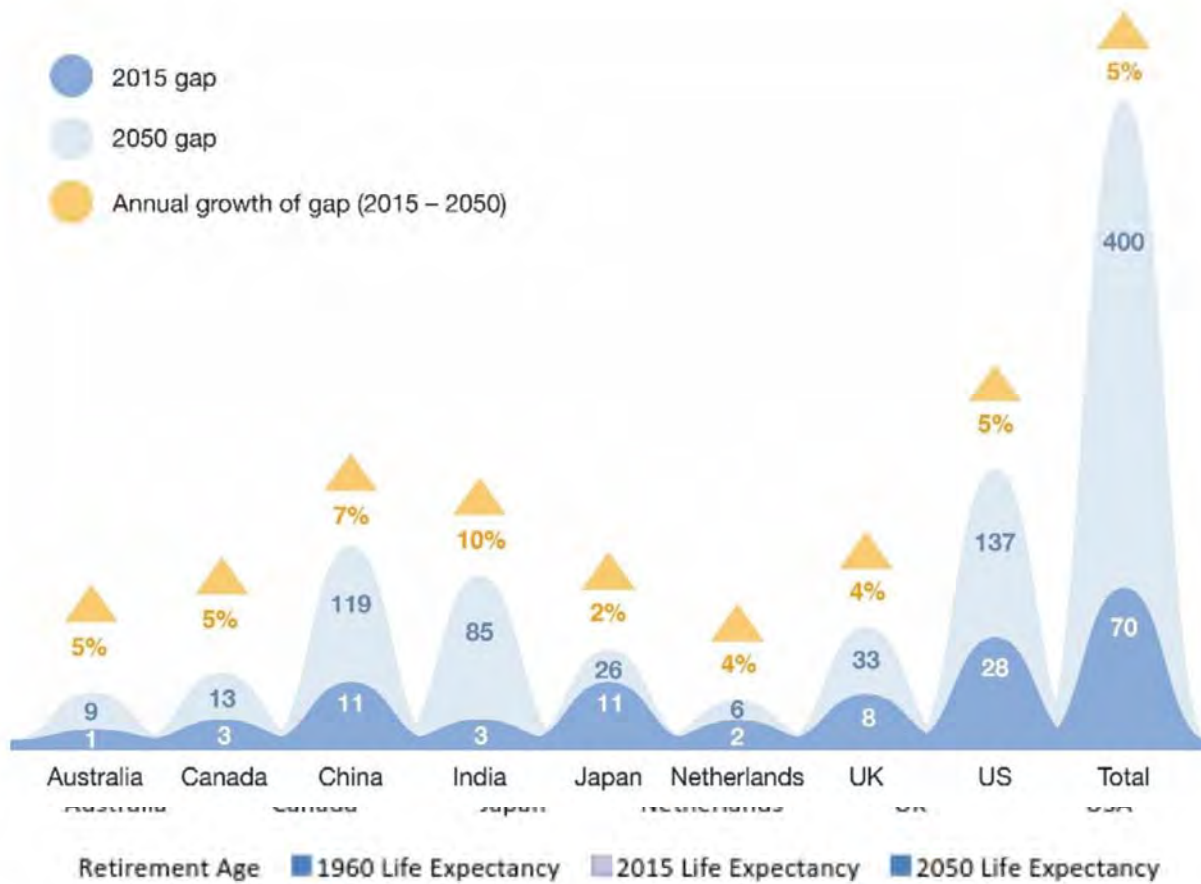
2010: 74.9 million

10,000/day turning 65

A man and a woman are sitting on a light-colored sofa in a bright room with large windows. Both appear stressed or frustrated. The man, on the left, is wearing a light blue button-down shirt and khaki pants. He has his right hand pressed against his forehead and is looking down with a worried expression. The woman, on the right, is wearing a blue button-down shirt and dark pants. She also has her right hand to her forehead and is looking down. A laptop is open on the sofa in front of her. The overall mood is one of anxiety or concern.

Retirement is SO over...

There is a retirement crisis...




Longevity is rising

Savings are inadequate

Women are more affected

The gap is growing fast

- 
- “My company offers a 401(k) plan.” 14%
 - “I have no retirement savings, no retirement plan” 29%
 - “I do not have a backup plan in case of an unexpected life event.” 59%
 - “Social Security will be my primary source of income in retirement.” 61%
 - “I plan to work past age 65, or may never retire.” 65%

We Are Unprepared

(sources: Pew Research, Transamerica Center for Retirement Studies, General Accounting Office, Census Bureau)

The Deck is Stacked...

Average time to find a job
(AARP)

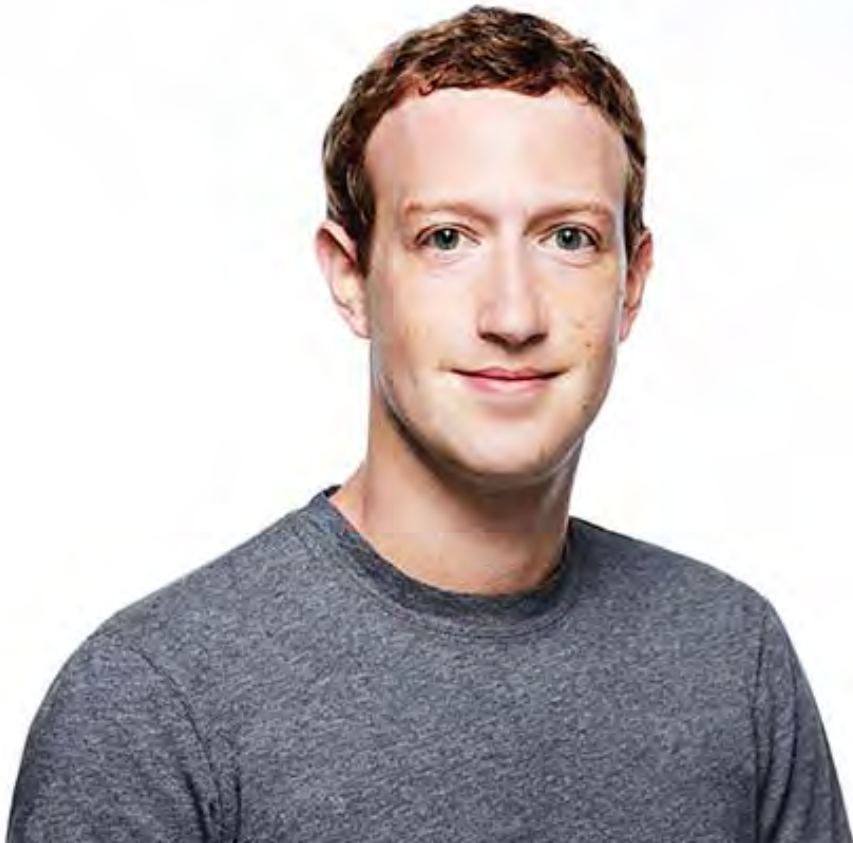
Job call-back rate : 29% lower

60% of older workers
loss end up involuntarily.
(UC Irvine – Tulane Univ.)

75% of older workers
(Boston College)
(New School)

Jobless rate – 08/10
(New School – SCEPA)

experience involuntary job



*“I want to stress the importance of
being young and technical.
Young people are just
smarter.”*

- Mark Zuckerberg (2007)

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WHY AGEISM NEVER GETS OLD

The prejudice is an ancient habit, but new forces—in Silicon Valley, Hollywood, and beyond—have restored its youthful vitality.

By Tad Friend



“The ageist ... insults his own future self.”



You Can Do This!

	1960	1990	2020
Middle-Age	50/57	55/62	61/66
Old	57/66	64/70	70/73
Elderly/ “Senior”	67/73	72/77	77/80

**A Rising Portion of All New Entrepreneurs
are Over 55**

Share of new entrepreneurs ages 55-64

14%
(1996)

23%
(2013)

**COMBAT
AGEISM**
Start A Business

Happy Woca



Perspective & Wisdom

“Digital Founders”

Connections (and knowing how to make them)

Why You're Fabulous

“Critical Thinking”

Stability, Dependability, Work Ethic

A photograph of two elderly men sitting on a couch in a living room, both holding video game controllers and looking intently at a screen (not visible). The man on the left is wearing a light-colored suit jacket, and the man on the right is wearing a dark blue sweater. The room has patterned wallpaper and a wooden table with a water bottle and a glass is visible on the right.

Have you:

- Contributed to a Crowdfunding campaign?
- Raised money through a Crowdfunding campaign?
- “Tormented” a movie?
- “Cut the cord?” (or do you still subscribe to cable?)

Do you:

- Use Text as much or more than Voice?
- Read the news online vs. on paper?
- Read books on your tablet or Kindle?
- Have an Amazon Prime account?
- Play mobile games?
- Have a Spotify or Pandora account?

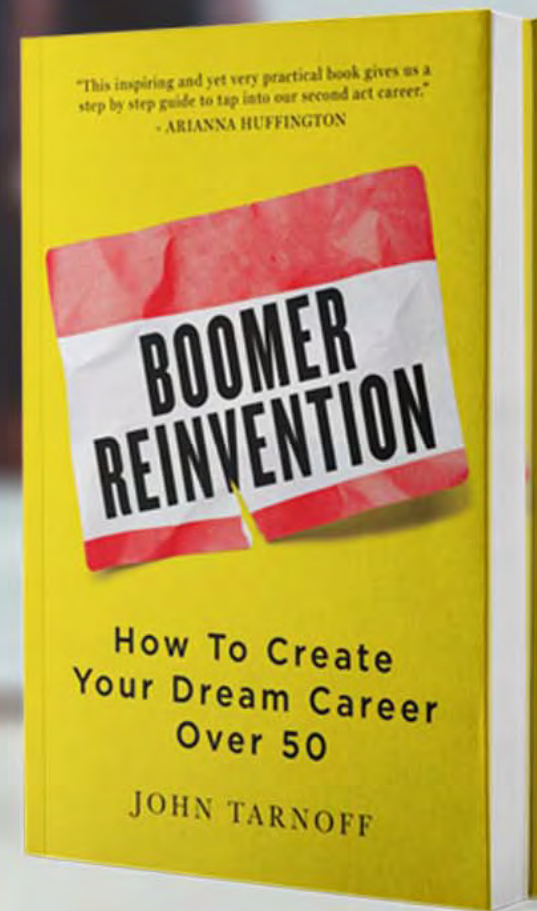
Stay In The Game!



Your Second Act Awaits!

The Methodology

5 Steps/23 Strategies





Two Key Concepts

Your Second-Act Career is Already Inside You.

To Create the Future, You Have to Reconcile the Past.

An open notebook with lined pages. A pencil sharpener is on the page, surrounded by pencil shavings. A yellow pencil is also visible. The background is a wooden surface.

I. New Mindset:

REFRAMING

selected strategy #5: reframe your mission

2. New Perspectives:

LISTENING

Two ducks are standing on a log, facing each other. They have brown and grey feathers and orange beaks. The background is a blurred green field.

selected strategy #7: solicit feedback

A silhouette of a person jumping joyfully against a vibrant sunset sky with shades of blue, purple, and orange. The person is in mid-air, with arms and legs outstretched. The background shows a dark silhouette of a hill or mountain range.

selected strategy #14: create your affirmation

3. Reconcile the Past:

ACCEPTING



4. Envision the Future:

EXPRESSING

selected strategy #17: conduct a SWOT analysis

An aerial view of a modern office lounge. The space is bright and open, with large glass windows on the right side. Several people are seated at small, square tables, engaged in conversations or working. The tables are arranged in a line along the windows. The floor is light-colored and polished. The overall atmosphere is professional and collaborative.

5. Be Proactive:

CONNECTING

selected strategy #2I: become a thought leader



Takeaways & Prescriptions



Form Follows Thought

Set a clear intention for what you want.

For your consideration...

Getting Fired is Not Shameful

Learning is Lifelong

Don't Overvalue Your Experience

Deliver Value vs. Time

Be Proud of Your Age – Don't Hide It



Strate

The image is a composite showing a laptop screen in the foreground displaying a LinkedIn profile for John Tarnoff MA. The profile includes a profile picture, a cover photo, and text describing his role as a 'Reinvention Career Coach for Boomers', 'Speaker', and 'University Educator | past Senior Media/Entertainment Exec' at 'Reinvention Group LLC'. It also shows '243' people who've viewed his profile and '40' views of his post in the feed. Below this, there are sections for 'Your Articles & Activity' with a featured article titled 'Don't "Lead with Your Need:" Create a Career Network Relationship Funnel' and an 'Experience' section for 'Reinvention Career Coach' at 'Reinvention Group LLC' from July 2012 to present. To the right of the laptop, a desk is visible with a black notebook, a yellow sticky note, and a pen. In the bottom right corner, there is a spiral-bound notebook.

Career Relationship Funnel



A photograph of a modern workspace. In the foreground, a white, curved, modern chair with wooden legs is partially visible. Behind it, a dark wooden desk holds a silver laptop, a white mouse, and a white mousepad. The background is a plain white wall.

Strategy #15: Start a Reinvention Journal

Strategy #20: Optimize Your LinkedIn Profile

Strategy #19: Create a Career Relationship Funnel

Find Y

SOMEWHERE SOMEONE
IS LOOKING FOR EXACTLY
WHAT YOU HAVE TO OFFER

d Your Usefulness!

GO FOR IT!

jt@johntarnoff.com

<http://johntarnoff.com>

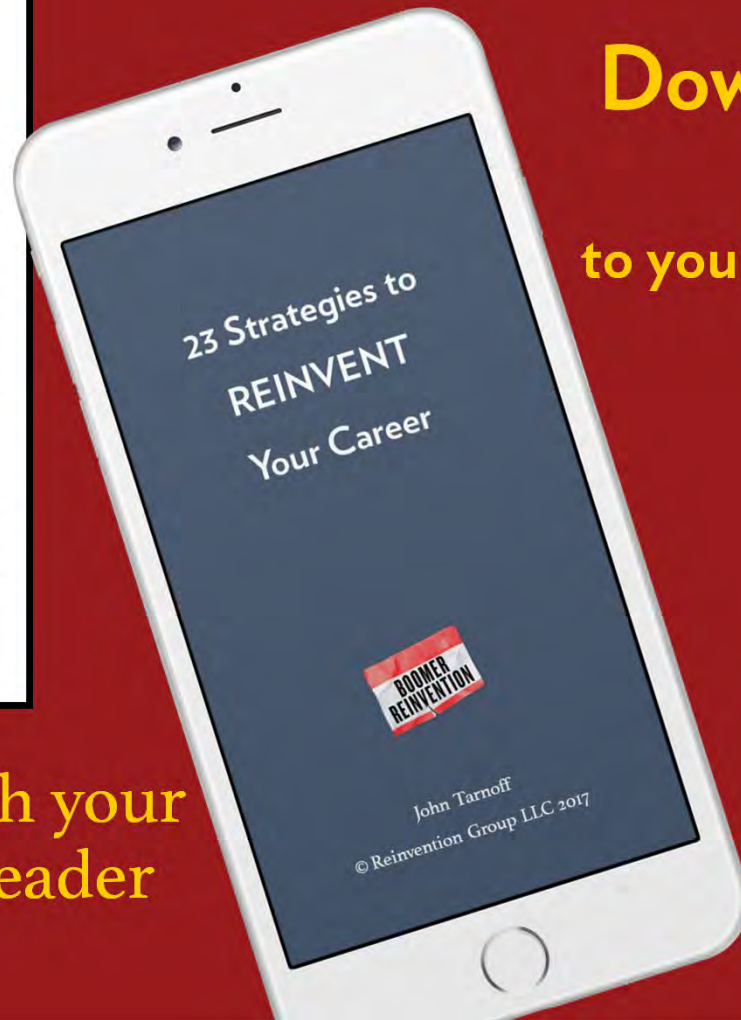
<http://boomerreinvention.com>

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Facebook: boomerreinvention

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