



Information, knowledge & successful aging

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Warning: Actual person may be older than he appears.

Age, gives & takes

+ a lifetime giver of experiences, knowledge and wisdom

- But... after a peak of raw ability, mental and physical, in our late 20's, age begins to take ...

Focus, focus, focus: **On people in a pivotal age group**

- ~ 50 to 69 years of age
- Empty nesters as kids leave for college & life
- At or nearing retirement
- May decide to downsize (in home & elsewhere).
- Regardless, must deal with huge amounts of information for health, wealth, the long-run & legacy.
- Still undisputed caretakers of their extended family including teens still at home & elderly parents
- And not too old to change e.g., to adopt new tools esp. for a strategic management of digital information.

Can we compensate... thru better leverage of

< Information “out there”?

> Knowledge “in here” (in the head)?

And who is pivotal now?? **BOOMers!!**

who could... “break the bank” of support for

➤ Health (Medicare)

➤ Wealth (Social security)

But who could also

> Do useful, even great things, in their senior years



We have the technologies but where is the know-how???
(to be continued...)