

# Reinventing Retirement

**Coaching Baby Boomers into the Future**

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# By the end of this workshop, you will

- Know the 5 Essential benefits of work
- Have powerful coaching conversations with clients
- Recognize more possibilities for your coaching practice



# Who are the Baby Boomers?

- Born between 1946 and 1964
- More likely to be college graduates
- Have better health
- Working longer
- Living longer
- Re-inventing what it means to be retired



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# Financial Realities

- Have little or no retirement savings (45%)
- Depend on Social Security (59%)
- Are postponing their retirement plans (30%)
- Many are not prepared for retirement
- AND are the largest consumer group in America (26% of population with 40% of spending power)



# Redefining Retirement



# 5 Essential Work Benefits

1. Financial Remuneration
2. Time Management
3. Utility
4. Status
5. Socialization



# #1 Financial Remuneration

- Rewards us for the work we do
- Enables us to meet our material needs
- Have come to receive recurring payment

# #2 Time Management

- Gives us structure
- Keeps our life orderly
- Tells us what we are going to do on Monday
- Having unstructured free time does not make us happier





# #3 Utility

- Gives us a sense of purpose
- Creates a feeling of meaning in our lives
- Is key to having a healthy and successful life



# #4 Status

- Helps us define ourselves and important to our identify
- Gives us a social role
- For many, our job is who we are
- How we answer the question, “What do you do?”



# #5 Socialization

- Being socially involved and connected is beneficial to health
- Friendships are vital to a happy retirement.
- Work relationships often fade away when careers end or change.



# Powerful Coaching Questions

- Identify a scribe and reporter
- Explore your Work Benefit
- Brainstorm questions that will create and expand awareness for your clients
- Choose three questions to share with the large group



# How Coaching Benefits Financial Professionals

- Client has more clarity about wants and needs
- Better able to communicate their needs
- Greater understanding about issues related to financial planning
- Better able to advocate for themselves
- Prove the value of coaching as a viable resource
- Positive results lead to referrals



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# Expanding Business

- Professional Partnerships
- Baby Boomer Market
- Retirement Focus



# Contact Us

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