



## **Crafting a Career Encore: Meaningful Futures for Clients in their Fifties and Beyond, in a Digital Age**

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The traditional career trajectory of education, career and then retirement continues to shift as more Baby Boomers and mid-lifers are experiencing a career and life shift, thus redefining themselves as well as the concept of retirement.

The notion of a 'career encore' is one that comes from both a necessity to generate supplementary income in many cases as well as personal preferences. In addition, advances in technology have given rise to the emergence of "seniorpreneurs" who are realising the skills and experience they have to offer, in a more flexible and location independent way.

With an overwhelming array of choices and options available to this cohort, the 'paradox of choice' can leave people feeling lost and confused. Barriers to accessing help can be deeply ingrained, with the loss of a work-identity akin to a bereavement for some. The idea of gaining help from a specialist practitioner may not have been the norm throughout their career and practitioners may find that they will need to educate before they can engage.

This session explores the re-definition of retirement and some of the pitfalls and practices when working with clients over 50 years who are contemplating their next steps. With both money and meaning being important at this life stage, developing relationships and partnerships with the financial community is key to ensuring that those contemplating a career encore or new lifestyle are fully supported in their decision making and transition.

Discussion will be stimulated around ways that practitioners can help their clients design meaningful futures in the digital age, including some case studies of clients who are engaging or have created their career encore.

