

**BRAVE
STARTS**



E:BOOK
MAKING YOUR
LATTER WORK YEARS
YOUR BEST YET

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CONTENTS

Page 3	Why
Page 4	All about you
Page 5	Step 1: Get rid of Unhelpful expectations
Page 6	Step 2: Building good foundations
Page 7	Step 3: Understand what to look for
Page 8	Step 4: Self Analysis Step 5: Pulling it together
Page 9	Step 6: Idea development, Networking Step 7: Branding
Page 10	Step 8: Test
Page 11	Step 9: Building Resilience What to remember
Page 12	Your membership...
Page 13	Finally...

WHY?



Context:

Our life expectancy has risen dramatically. In the 5000 years leading up to 1900, life expectancy rose 25 years. In 100 years, life expectancy has risen by 30 years. We are now at a time where 4, 5 or 6 generations will be alive at the same time.

What does this mean?

Our entire evolution has taken place where the age of death - if we were lucky- was mid 40's. The change over the past century has been game changing. We've never before had the certainty and luxury of growing old. We are still 'new' at this. The speed of change means society and culture have not fully adapted to assimilate, know or understand the needs of people as they age to help them live a fuller, longer and happier life. You are part of a generation that will live longer than any in previous history. What you do and how you live will be lessons for us all.

What do we know?

Your entire evolutionary history existed in a time of toil. Life was hard. We have not evolved for a life of leisure. Doing work and having a role and part to play are part of your genetic legacy. In our own study of over 4000 people over 50, the key thing people are looking for now in their work is something that gives them a sense of 'purpose'.

We know part of ageing well is linked with having a sense of purpose. There is strong evidence that those who live longest and who are happiest remain engaged in the world of work. In this sense, work is perhaps not our conventional view of an office, being paid and having a salary. It's about being part of a structure, where you have a role and where you are helping others.

The world of work is evolving and rapidly changing. There is no more job for life. The rise of technology: wifi speeds and connectivity mean working from anywhere is more realistic option than it ever was previously. The rise of social media and internet access mean routes to market are far more democratic and open to all. People are responding in kind: no longer is income generated from one employer over a lifetime. People can work part time, whilst renting out a room in their property, whilst selling products on ebay, whilst also generating freelance income from selling their skills as a copywriter and editor. The pandemic has accelerated this change.

Over to you...

No one can know or predict your future but what is so wonderful about this stage of your life, is you've done the hard work already. You have a far greater sense of what you like and don't like compared to your younger self. You have a clearer idea of what you are good at and probably have some ideas about what your interests are. The foundations you have built, the amount of time you have to explore them and the fact that opportunities exist for you now like they never did before means this has the potential to be the most exciting and rewarding part of your working life.