

Maddy Dychtwald

Futurist, Award-Winning Author, & Co-Founder, Age Wave

Ageless Aging: A New Empowered Longevity. The quest for long life has fascinated humans since the beginning of time. In the 21st century, longevity has become a reality with life expectancy skyrocketing from age 47 one hundred years ago to nearly 77 today. Breakthroughs in longevity science are allowing longevity pathfinders to not only live longer but step into their power as they age, creating a longevity bonus filled with health, vitality, community, and purpose.

Drawing on knowledge, data, insights, and recommendations from decades of Age Wave research as well as from the top experts in the fields of medicine, anti-aging, medical technology, longevity, lifestyle, and finance, this dynamic presentation combines cutting-edge science with powerful examples designed to empower individuals to take a more informed and active role in their health and well-being as well as finding meaningful purpose. Deeply researched and packed with actionable takeaways, Maddy offers a holistic recipe for what you can do now to prepare for your more empowered, longer life. She also untangles and demystifies what works and what is just plain quackery.

Topics to be covered include:

- What is your “longevity bonus,” and how can it empower you?
- How “old” will old be in the years ahead?
- What really works to better match our healthspans to our lifespans?
- Separating fact from fiction: Debunking longevity myths and quackery
- What does empowered aging look like, feel like, and how can it actually add years to our life?
- Secrets of longevity pathfinders revealed.
- What are the biggest fears of living a long life and how do we overcome them?
- What is the holistic recipe to unlock a more ageless aging?

Packed with actionable takeaways, Maddy’s illuminating approach to these urgent issues brings new focus to the topic that is increasingly on everyone’s mind. The audience will leave with a clearer understanding of what a longevity bonus means for them personally and what steps they can take right now to live better longer.

The Future of Retirement: New Timing, New Purpose, New Funding – and New Planning Help Needed.

With the convergence of rising longevity, the aging of the massive Boomer generation, and widespread financial insecurity stemming from the COVID pandemic, there is a greater need than ever for trusted, holistic financial guidance. Americans want financial professionals who seek to understand what matters most to them and their families and can help them achieve their goals.

This new presentation draws on cutting-edge new research that spans five generations. Maddy will outline the most important questions in retirement planning today and explain how financial professionals can demonstrate greater empathy to safeguard a well-lived retirement by providing targeted solutions for these uncertain times.

Topics to be covered include:

- Why has financial peace of mind become far more important than wealth?
- What are the greatest worries in achieving a financially secure retirement?
- How could “generational generosity” jeopardize retirement?
- In what ways is women’s rising financial power transforming the field of retirement planning?
- How will the demands of eldercare, sibling care, grandparenthood, singlehood, and “reirement” impact retirement planning?
- Leaving a legacy: managing the greatest generational hand-off in history

Women & Money: Funding Our Longer Lives

services today. Women live longer than men, with a greater need for long-term financial fortitude. We're also seeing new generations of women—bolstered by unprecedented levels of education, workforce participation, rising political power, and escalating income and wealth—assume increasingly influential roles in their own and their family's financial management. The financial services industry, historically catering primarily to men, must find new ways to win the hearts, minds, and wallets of this critical and growing client base.

Drawing on insights from decades of Age Wave research, including the highly acclaimed nationwide study *Women & Financial Wellness* and her landmark book, *Influence: How Women's Soaring Economic Power Will Change Our World for the Better*, Age Wave co-founder Maddy Dychtwald combines dramatic data and powerful storytelling to address these topics:

- The financial implications of women's life journey in contrast to men's
- Why—and how—women's longevity bonus is motivating more women to plan financially than ever before
- How family interdependencies can impact women and their money
- The caregiving matrix and its effect on women's financial and emotional well-being
- The lifetime pay gap and what steps women must take to overcome it
- Unpacking the gender retirement savings gap and its relationship to financial confidence
- Men's role in the new financial equation
- What women want: The five critical characteristics women seek in their financial professional
- The five steps financial professionals can take to better serve women clients more effectively

Deeply researched, customized for each unique audience, and packed with actionable takeaways, Maddy's illuminating approach to these urgent issues brings new focus to a topic that grows more relevant each day. It will leave the audience—whether they're women wanting to take charge of their own financial security or the financial professionals who want to better serve them—with food for thought and concrete solutions.

The Rise of History's Biggest Untapped Market—it's Hiding In Plain Sight! Men and women over 50 now make up 33% of the total U.S. population and 44% of the adult population but control more than 70% of total wealth. Due to the combination of rising longevity, declining fertility, and the aging of the Baby Boom generation, this group is now bigger than the entire market of most countries. As active and curious consumers, they are responsible for 53% of all food and grocery purchasing; 55% of all travel and leisure consumption; 56% of new car and truck purchasing; 68% of OTC drugs and 77% of all Rx drug consumption; and 78% of all retirement accounts. However, people 50+ only appear in 15% of advertisements and are disproportionately portrayed as old, sick, and homogenous.

Maddy will explain how to best target this massive, misunderstood, misrepresented, and wildly untapped new market. She'll illustrate why 20th century notions of "lifetime brand loyalty," "retirement," and "seniors" have become obsolete and how with impending breakthroughs in precision medicine, living to 100+ will soon become commonplace. And she'll provide a mind-stretching preview of the products, services, marketing, and advertising that will succeed at meeting the needs and aspirations of this new "Third Age" while eliminating the ageism that has impeded shareholder value for too long.

50+ Women: The Rising Power of *the* Consumer Force to Be Reckoned With.

The growing strength and empowerment of 50+ women have been hiding in plain sight for far too long. That is about to change. Bolstered by unprecedented levels of education and workforce participation, escalating income and wealth, tech-savvy and consumer know-how, and most importantly, rising longevity and vitality, 50+ women are fast becoming *the* consumer force to be reckoned with. Yet they often feel ignored, misunderstood, and even disrespected by brands and marketers.

Drawing on decades of proprietary Age Wave research, including the highly acclaimed study led by Age Wave co-founder Maddy Dychtwald, *Women and Financial Wellness: Beyond the Bottom Line*, and insights from her landmark book, *Influence: How Women's Soaring Economic Power Will Change Our World for the Better*, and her upcoming book: *Ageless Aging: Women's Longevity Bonus and the Art and Science of Living Longer, Better*, Maddy explains why 50+ women are a consumer force to be reckoned with for businesses of all kinds from financial services and healthcare to fashion and technology.

As a successful entrepreneur, author, researcher, *Wall Street Journal* blogger, wife, and mother—and a 50+ woman herself—Maddy combines dramatic data-driven insights with inspirational storytelling, illuminating this market segment's core attitudes, motivations, and behavioral patterns, and offering the keys to unlocking its consumer spending potential.

Topics explored in this new presentation include:

- The size, shape, and financial clout of this quickly growing market segment and how 50+ women are disrupting aging and leading the longevity revolution
- The consumer purchasing power and passions of 50+ women, including their approach to spending, gifting, saving, and investing
- The ageist and/or sexist messaging that turns them off—and how to avoid these communications pitfalls
- The emotions, desires, and challenges that motivate their purchasing decisions, including their conscious consumerism
- How technology and social media can be both a barrier and a benefit
- How today's different generations of women influence each other and their purchasing decisions
- The five-step action plan you need to capture the hearts and minds of this growing market segment

Deeply researched, customized for each unique audience, and packed with actionable takeaways, Maddy's illuminating insights can help you understand and harness the power of 50+ women. It will leave audiences with food for thought and concrete ideas for implementing and adapting to needed change.

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