

## Retirement in the 21<sup>st</sup> Century



*"Retirement at 65 is ridiculous. At 65 I still had pimples."*

*~ George Burns (1896 – 1996)*

## The New Paradigm

At 76, Charlie Rangel, new Chairman of the Congressional Ways and Means Committee is no spring chicken. His buddy John Dingell, the new head of the Energy, Labor & Congress Committee of Congress, is 80 years old. These geezers aren't the exception; over half of all the new Congressional Committee leaders are over the age of 70.

Viacom head Sumner Redstone (83) makes the popular Warren Buffett (76) look like an upstart. Clint Eastwood (76) seems just recently to have been muttering "do you feel lucky?"; and he still is a youngster when standing beside Paul Newman (81).

What's going on here? If ever there was an inspiration for Baby Boomers approaching the historical retirement years it should be

the icons of government, commerce, and entertainment.

These leaders personify what our friend Ken Dychtwald, founder of Age Wave [www.Agewave.com](http://www.Agewave.com) refers to as the new paradigm for retirement. An unbelievably large proportion of Americans – over two-thirds (and similar proportions of potential retirees in most other countries as well) -- say that they want to keep working in some capacity after they "retire." And a majority of Americans look on the age we used to call the "retirement years" as literally a time for starting anew.

This is not what we planned for, and it's not what our society is set up to support. While Dychtwald has been talking about this for some time, it's still relatively

uncharted terrain. And the thing about uncharted terrain is... well, it's uncharted.

Imagine what changes if 60 really is the "new 40". What if increasing numbers of people in their 50's and 60's start new businesses, begin new careers? What kinds of new financial needs will they have? How will their housing, consumption, work behavior, relationships, and other living needs change?

There's one big difference between this aging Boomer generation and the younger 25-54 age range that marketers have traditionally made their primary focus: they have more money. And along with the other changes that Boomers have brought to aging, they aren't just socking away their money; they're spending it.



*"Retirement kills more people than hard work ever did."*

*~ Malcolm S. Forbes*

## Boomers have money

Given the money part it is not particularly surprising that this is one area where financial institutions are responding to new kinds of Boomer needs faster than are other types of companies. Several of the largest have modified both the language they use to speak about retirement and the array of services they offer. Ameriprise, for example, now provides a "Dream Book" to help people think more clearly about the act of growing older without simply dichotomizing it into "pre" and "post" retirement. Merrill Lynch is just one of the majors that have re-gearred much of its communication and services to older boomers seeking more from their retirement than rest and relaxation.

The financial services sector is just one of several being changed by the evolving views on retirement and older years. Organizations across the industry spectrum have new opportunities to change the way they speak to older Americans and to offer a new, possibly not-yet-invented spectrum of goods and services to a

generation with experience, money and new possibilities for filling those golden years. And strong brands will capitalize on their strength and familiarity to this audience to extend their value and applications. We think this is a great new frontier, which is one reason why it is a focus of Artemis Strategy Group