Senior Entrepreneurs: New Engines for a New Economy

Presenters:

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Workshop:

In the United States it can take 3 times as long for unemployed people aged 50+ to be re-hired, if they are fortunate enough to find another job. Many are turning to self-employment and entrepreneurship to reboot their careers and sustain their economic self-reliance.

Recent research in the United States from the MetLife foundation documents 25 million boomers want to start their own businesses, and, according to the Kauffman Foundation's Index of Entrepreneurial Activity, 1 in 5 new entrepreneurs in 2011 were aged 55-64; almost half of all new entrepreneurs were between the ages of 45 and 64 and this cohort continues to grow.

The longevity economy – understanding and capitalizing on it - can be an important part of the solution to the economic challenges of many aging societies. It's a powerful opportunity driven by dramatic demographic shifts, and seniors' new businesses stimulate job creation, growth, and prosperity for all age groups.

This 90 minute workshop, captures the two day eProv Studio experience, designed to help adults aged 50+ who wish to start a business. eProv combines the principles of ET&A (Entrepreneurial Thought and Action) and Improvisation (which humanizes ET&A) to help adults optimize their transition into a new life of meaning, purpose, and economic security. In this highly interactive workshop participants play with options – to test what might be possible by acting, learning, and building on possibilities in a community of others also eager to explore their options. They will begin with a self-assessment to discover what they know and what they can carry forward into their encore career. Such workshop exercises as, acting games, art, and puzzles help

participants with language and identity, test ideas, identify what will work best (there are no failures in improv), learn, and create anew. At the end of each workshop participants will have an actions blueprint so they can continue to practice and build upon what they have learned.

Learning Objectives:

- Greater understanding of the social, environmental, and economic impact of senior entrepreneurship in our global longevity economy
- How to ignite ideas through ET&A (Entrepreneurial Thought and Action) and
- Improvisational Tools for seniors to re-imagine/renew their lives rather than retire from them
- How to harness the individual and collective experience of older adults to boost prosperity for all ages
- How to customize the eProv Studio workshop to meet local needs and priorities for replication in different communities around the globe
- How to build an infrastructure of cross-sector support (programs, capitalization, policy and research) for senior entrepreneurship