



AFBTM

**Age-Friendly
Business**TM

Age-Friendly Business™

It is time to Make the Invitation

Age-Friendly Communities

Principles

- » Access
- » Inclusion
- » Participation
- » Engagement
- » Respect

Role of Business

Commercial interactions a fundamental aspect
of community life

- » Banking
- » Retail
- » Restaurants
- » Professional Services
- » Transportation
- » Travel Industry

Mature Customer Experience

Ignored

Invisible

Marginalized

Consumer Power of 50+

“Our ranks are swelling as fast as our feet. We live longer. We like to party (with naps.)

We have all the money. An ad man’s dream, you’d think. Uh uh – less than 5% of ad revenue targets us. That is not just negligence, **that’s insulting.**
You don’t want to talk to us, we don’t want your products.”

Moses Znaimer, Executive Director, CARP

A Welcomed Partner

Started with Professional Designation

Certified Senior Advisor™

(CSA)™

Certified Professional Consultant on Aging

(CPCA)™

Expanding to Business Application

Certified Age-Friendly Business™

(CAFB)™

Certified Age-Friendly Business™ CAFB™

Symbol of Excellence in Serving the 50+

It is more than a senior's discount!

Balance of

- Substance
- Relevance
- Realistic

Certified Age-Friendly Business™ CAFB™

Symbol of Excellence in Serving the 50+

Earning the Right to Serve You

CAFB™ Core Curriculum

Body, Brain, Mind, Heart, Spirit

Part 1

A. Body and the Brain

(Physiological Aspects of Aging)

- Sensory Changes
- Locomotor Changes
- Cognitive Changes

Recommendations and Applications

CAFB™ Core Curriculum

Body, Brain, Mind, Heart, Spirit

Part 2

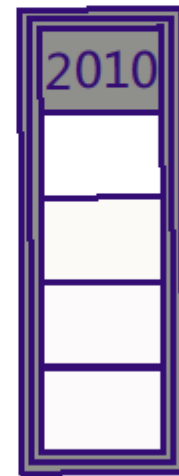
B. Mind, Heart and Spirit (Psycho-Social Aspects of Aging)

- Attitudes toward Aging
- Stereotypes and Ageism
- Chronological Age Vs Subjective Age
- Age Effect Vs Cohort Effect
- Role of Money
- Grief and Loss
- Communication Strategies

Recommendations and Applications

CAFB™ Enhanced Curriculum Electives – Platinum Member

- Financial Abuse – how to recognize it and what to do about it
- Age-Friendly Workplace
- Retirement Lifestyle Planning
- Aging and the Law – What Every Professional Needs to Know



CAFB™ Curriculum Delivery

E-Learning

Core curriculum – 2 hours in total

Every employee must complete core curriculum

Each employee receives customized certificate of completion suitable for framing

Today.....

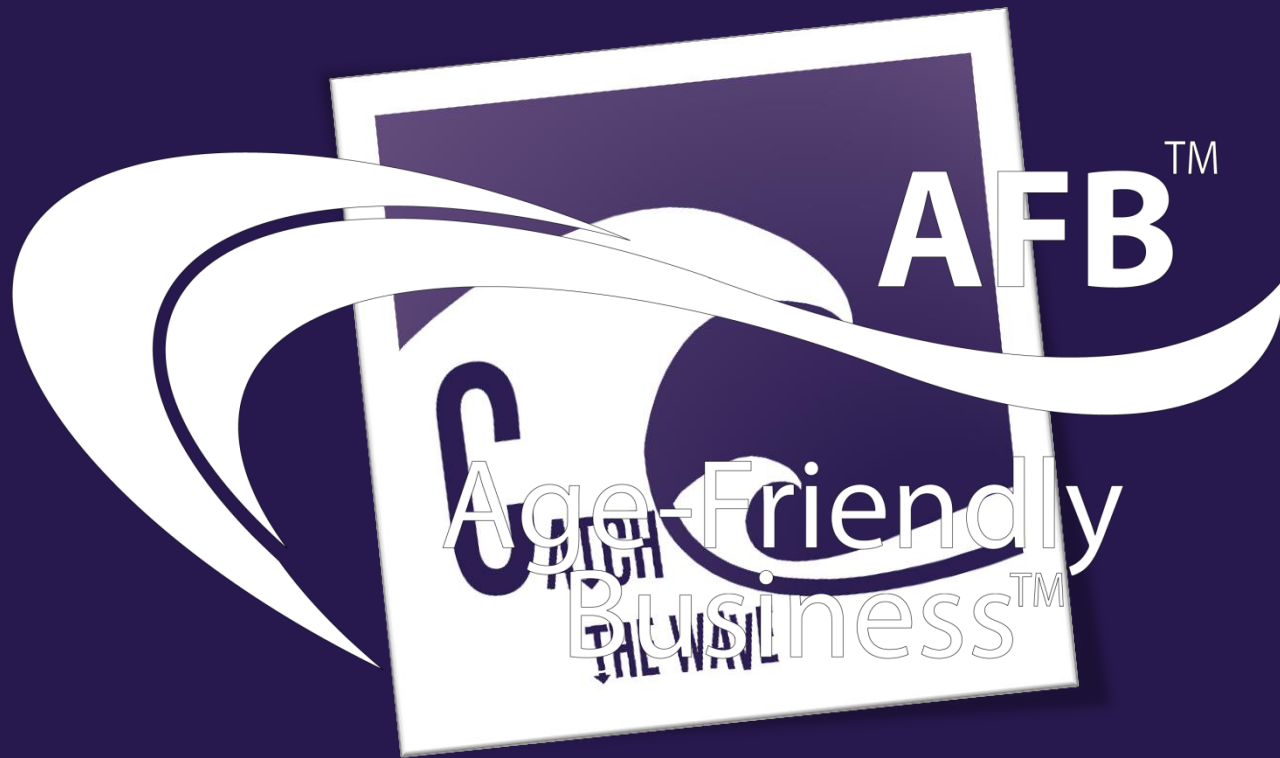
- Introducing program to a number of industries
- Piloting core and enhanced curriculum
- Member support materials
- Pre and post attitudinal comparisons

Tomorrow.....

Purple Wave Symbol of Excellence in Serving 50+

- Mature customers and clients are welcomed, understood, respected and valued.
- Certified Age-Friendly Businesses are celebrated!

Q&A



© 2010 Age Friendly Business™. All rights reserved. Age Friendly Business™ is a registered trademark in Canada and/or other countries/regions.