



GEORGE SCHOFIELD Transformational Speaker, Author, Consultant



George Schofield works with organizations that want to develop the strategies needed to thrive in an environment of constant change.

WHAT CLIENTS HAVE TO SAY:

“George ALWAYS provides a unique viewpoint that breaks the logjam of traditional solutions.”

- Steve Carnevale, Chairman, Sawgrass

“Dynamic, knowledgeable, and thoughtful. George keeps his audiences engaged while speaking, and leaves them thinking on topic long afterwards.”

- Walt Borland,
Adjunct Clinical Associate Professor
University of Michigan School of Information

“Dr Schofield conveys an essential message that most of us have no idea how badly we need. He challenges conventional assumptions and provides the insights and action steps to help us move forward.

- Jo Ann Koontz,
Attorney & CPA, Koontz & Associates, PL

“Our Bar Association members, including attorneys and the Family Law Administrative Judge for our circuit, were impressed and inspired by your thought-provoking examples and connection with us. I thoroughly appreciated the level of interest and the questions our group had for you.”

- Amanda King, Family Law Section Chair,
Sarasota County Bar Association

STRATEGIES DESIGNED TO ENSURE YOU THRIVE IN AN EVER CHANGING MARKET

- Improve customer satisfaction, retention and referrals
- Differentiate your business from competitors
- Boost employee performance and adaptability
- Get the answers you need by asking the right questions
- Learn to adapt early as your core strategy
- Meet customers' demand for personalization
- Learn why the future won't be an extension of the past

George's work has been published in *The Wall Street Journal's Market Watch*, *Nasdaq Reads*, *the Huffington Post* and *PBS Next Avenue*. He is the author of *“After 50 It's Up To Us”* and *“How Do I Get There From Here? Planning for Retirement When the Old Rules No Longer Apply”*.

BOOK GEORGE FOR YOUR NEXT EVENT: george@georgeschofield.com (941) 338-8108 www.georgeschofield.com

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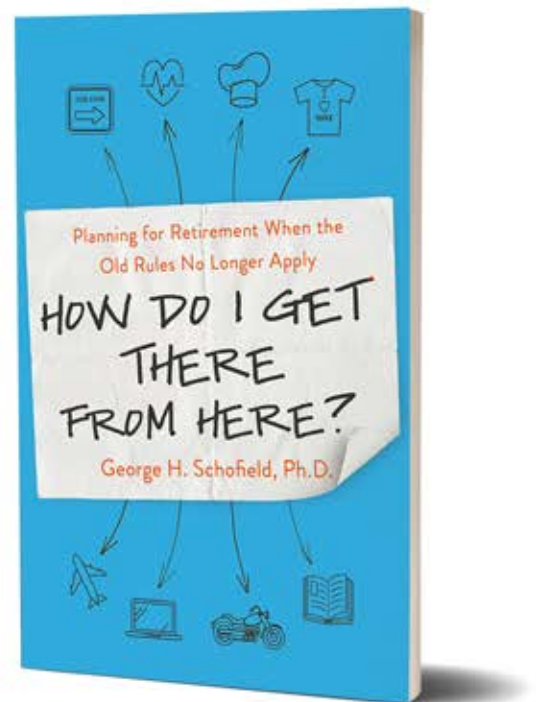


How Do I Get There From Here?

When the Old Rules No Longer Apply

A retirement of nonstop leisure is not just unreachable but for many, unaffordable and undesirable. What's required is an incremental approach to planning—and now is the time to start.

1. How do you have to manage your business differently to really serve your clients?
2. Do you understand today's new 50 plus lives?
3. What knowledge and skills do you need along the way?
4. What income streams can you create now?
5. What will bring joy 10 years down the road
6. How will you deal with the inevitable twists and turns?
7. Are you developing personal and professional networks that will best serve you in the future?



Praise for George's New Book

"The essence of a rich life is knowing that you're fully engaged in a journey that's touched by love, learning, and open to the joy and adventure of the unexpected. George Schofield shows you just how to do that"

- **Kerry Hannon**, bestselling author, *Great Jobs for Everyone 50+ & Love Your Job: The New Rules for Career Happiness*

"George Schofield has written a superb life-planning and retirement-planning guide for people over 50. Once you finish reading the book, you will truly be able to determine how to become what Schofield calls the 'executive director' of your life after 50."

- **Richard Eisenberg**, managing editor - *Money and Security* and *PBS Next Avenue*

"Many Americans are rethinking and reimagining the second half of life by continuing to learn, earn a paycheck, nurture their creativity, and stay engaged with their community. Of course making transitions is never easy and it's harder than usual for those in the second half of life because many of the old rules don't apply. Schofield offers a thoughtful and practical guide to help you on your journey."

- **Chris Farrell**, author of *Unretirement*



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