



BUILDING “THIRD AGE COACHING” INTO YOUR COACHING BUSINESS

INTRODUCTION: The **Third Age** (roughly from age 50 to 75) is an emerging life stage made possible by the 30+ year life bonus afforded by our extended longevity. It is a period rich in possibilities and potential not truly available to previous generations, and for most it may be the longest phase of life. Its hallmark is personal fulfillment and self actualization. However, it is often difficult to see its opportunities, since as we leave our Second Age - where worldly achievement defined us - we may feel less powerful or important.

- **Who** are we now without the roles that have defined us – parent of school-age children, business executive, career person, etc?
- **What** are our goals and markers of success as we look beyond income, status, and position and start considering, “Is that all there is? What else is there for me?”
- **How** can our lives feel as successful in the future, especially as we recall images of aging that defined previous generations? “How can I create the life I want?”

PROGRAM: Making the transition to one’s Third Age is important and challenging work. That’s why we designed our innovative and proprietary coaching program, “**Coaching for Third Age Fulfillment™**” Our program offers experienced coaches the opportunity to meet the needs of the dramatically growing over-50 population and provide a rewarding experience for their clients through a detailed, **step-by-step coaching process** providing:

- Creative techniques
- Challenging questions/exercises
- Client workbooks
- Significant coaching practice utilizing class materials and course concepts
- Ongoing support

Our objective is to provide coaches with the **training, tools and techniques** to help their clients make the powerful decisions that lead them successfully to their Third Age roles and support them in building a rich and rewarding Third Age for themselves and all those around them.

The coaching program is based on the groundbreaking study of adults in midlife by Dr. William A. Sadler detailed in his book, "***The Third Age – 6 Principles of Growth and Renewal after Forty.***" Here's what Dr. Sadler has to say about our approach:

"I am terrifically impressed with this program. The theories of my book have been translated into concrete, practical steps to help people design Third Age fulfillment in ways that leave me amazed, impressed and humbled. This is the best translation of the ideas from my 20 years of research I have seen or could imagine. A marvelous job."

TRAINING is provided through ten weekly 90-minute teleclasses that will ground participants in the possibilities of Third Age transformation, the meaning and application of the "6 Principles", and the use of the Coaching for Third Age Fulfillment™ Coaching Guide and accompanying Third Age client Workbook. The class format involves significant coaching practice using the Third Age coaching concepts and principles. In addition, participants are highly encouraged to work with a client for the duration of the class utilizing the Coaching for Third Age Fulfillment™ client workbook. Course materials include Dr. Sadler's book, "The Third Age".

SCHEDULE:

Contact Nancy Cosgriff or Melita DeBellis to learn more about the upcoming teleclass schedule.

FEES:

Fees cover the teleclass and course materials (Client Workbook and Coaching Guide), as well as an ongoing license and use of the organizational logo. Please contact Nancy Cosgriff or Melita DeBellis for more information.

*For more information, contact
Melita DeBellis at Melita@ThirdAgeCenter.com; 802-434-6600, OR
Nancy Cosgriff at Nancy@ThirdAgeCenter.com, 651-433-3679*

LICENSING is offered to experienced coaches who complete the training program and are approved by the training coach. Licensed coaches will be authorized, per the terms of the License Agreement, to use the "Third Age" logo and information in their marketing materials and websites.