

- [Sign Up](#)
- [Sign In](#)

Don't underestimate women investors

Women Advisors *forum*

INVA
Plan

- [Main](#)
- [My Page](#)
- [Members](#)
- [Photos](#)
- [Articles](#)
- [Videos](#)
- [Events](#)

- [All Blog Posts](#)
- [My Blog](#)
- [Add](#)



How to Help Female Clients Prepare for Encore Careers

- Posted by [Kimberly Foss](#) on October 30, 2013 at 9:09am
- [View Blog](#)

Think about the old adage, “a picture is worth a thousand words,” and retirement. There’s no question that the images we use to illustrate retirement have changed over time to reflect the transformation in how we view retirement. For instance, the symbol of retirement for our grandparents’ generation, the rocking chair, evolved into beach chairs poised on sand by the time our parents retired. That change illustrates the fact that relatively short and inactive retirements have become longer, healthier and more active periods of leisure. However, for the baby boomer generation, those symbolic chairs on the beach may need to co-exist with another image: an office chair.

Simply, as longevity continues to increase, many boomers, faced with the prospect of spending more than 30 years in “retirement,” are launching second—or “encore”—careers. Accordingly, it’s incumbent on the advisors working with pre-retirees to ensure that their retirement planning addresses both leisure time and meaningful work.