





It's not the strongest of the species that survives nor the most intelligent that survives.

It is the one that is most adaptable to change.

-Charles Darwin

# Shared Leadership: Becoming King for a Day





Keeping Momentum

We do not quit playing because we grow old, we grow old because we quit playing.

-Oliver Wendell Holmes



We do not quit playing because we grow old, we grow old because we quit playing.

-Oliver Wendell Holmes



Defining Your Role



Defining Your Role



Accommodating Self Interests



**Immobilized by Options**



**Narrow the Goals**

# Picking the Right One

- The Right Fit
- Easily Understood
- Tugs at Local Heart Strings



# Strategically Choosing Goals

- Finding Easy Wins
- Attract new Partners and Resources
- Narrowing the Focus





Describing Your Own Backyard

# Telling the Local Story



- National data doesn't create local action
- Make the demographic shift real— understand the local impacts
- Gathering data doesn't always have to be expensive



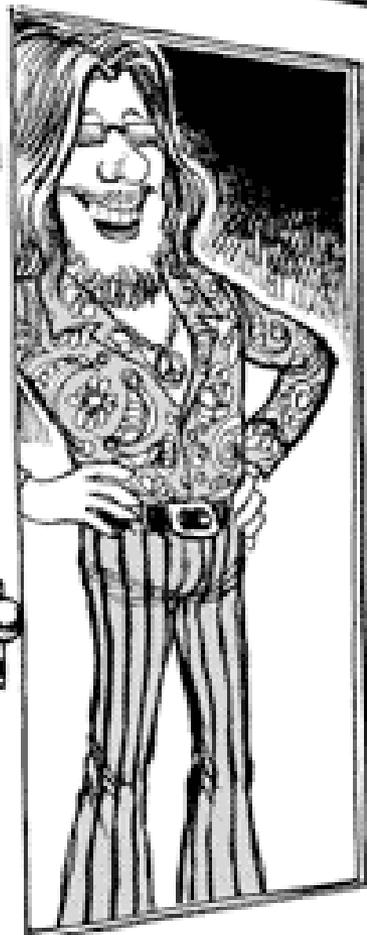
Beyond The Comfort Zone

# Getting to Know Non-Traditional Partners

- Start with Lunch
- Meet them 95% of the way
- Understand their language, operations
- Get to know their funding, regulations
- Invitation with a purpose



JANUARY 1, 2006:  
THE FIRST BABY  
BOOMERS  
TURN 60...

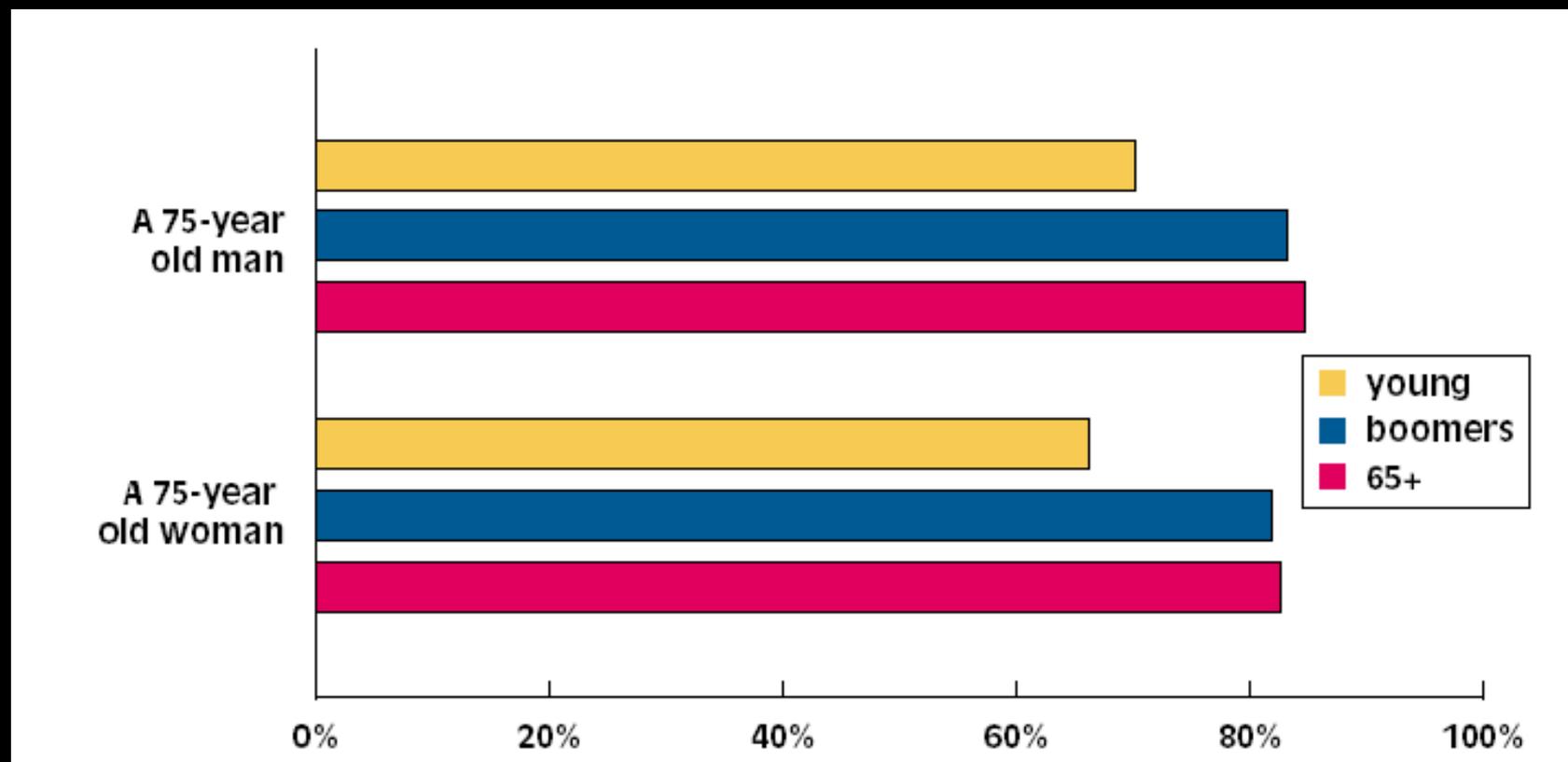


FAR OUT!  
THE OLD  
UNIFORM  
STILL  
FITS!

RRIIPP!

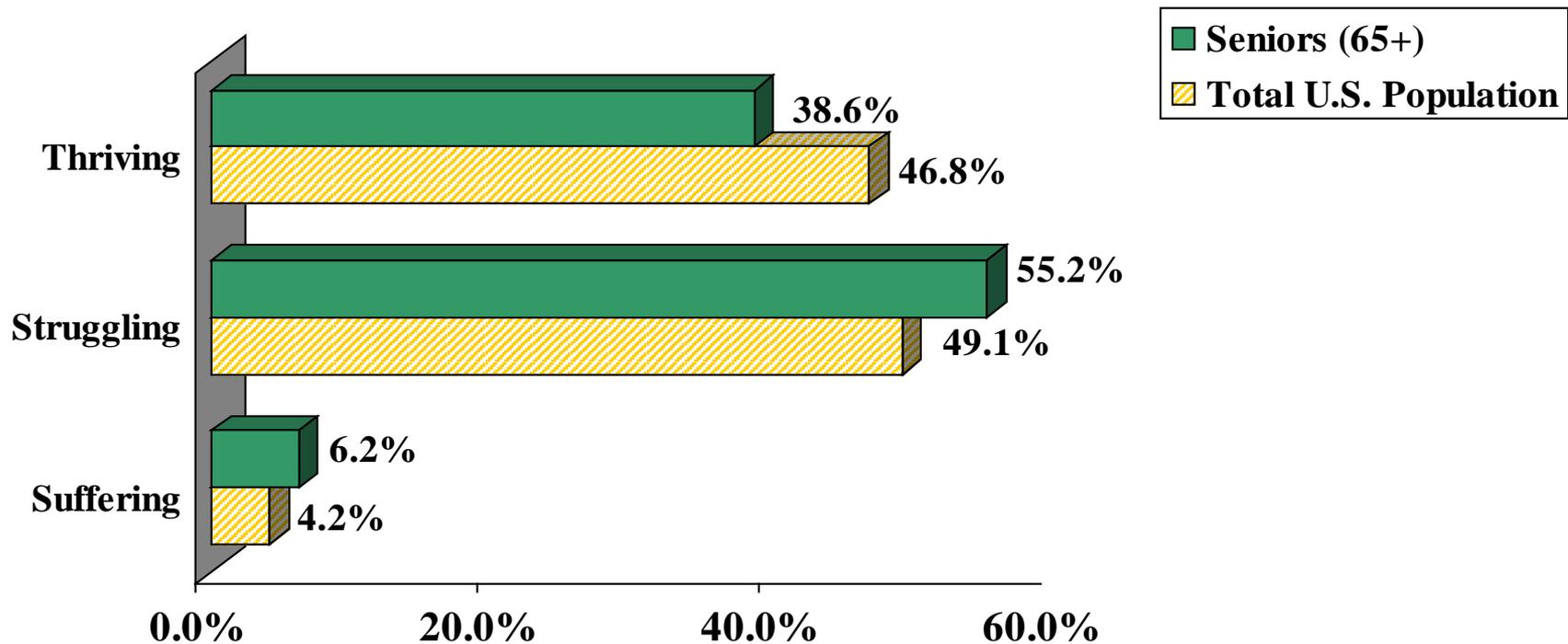
HORSEY  
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# Sexiness at Age 75

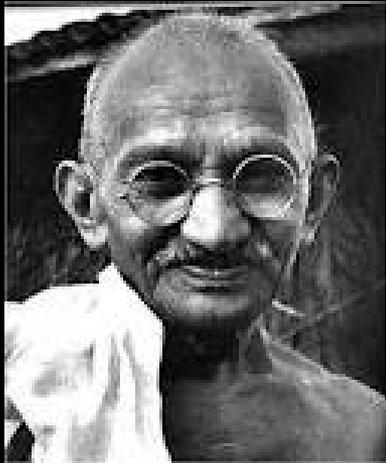


# Life Evaluation Index: Seniors vs. U.S. Population (June-January 2009)

Large gaps exist between Seniors and the general U.S. population in the Life Evaluation Index. Seniors have a lower percentage that are “Thriving” and a higher percentage that are “Suffering”.



# 1932



**III Olympic  
Winter Games**



**Lake Placid, USA**  
February 4-13, 1932

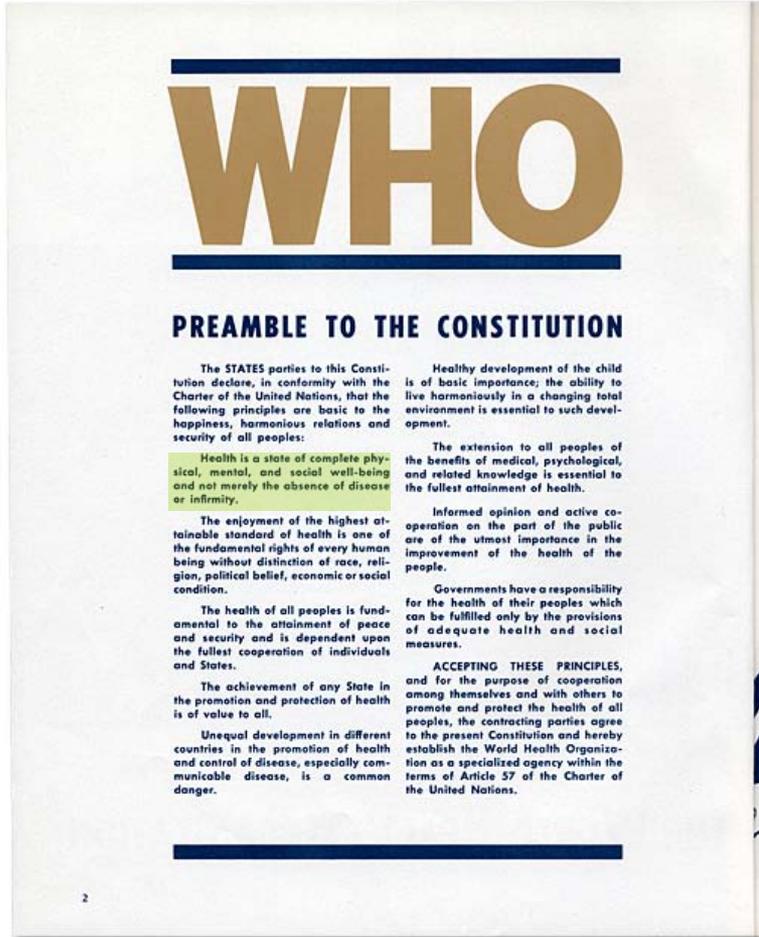
# 1962







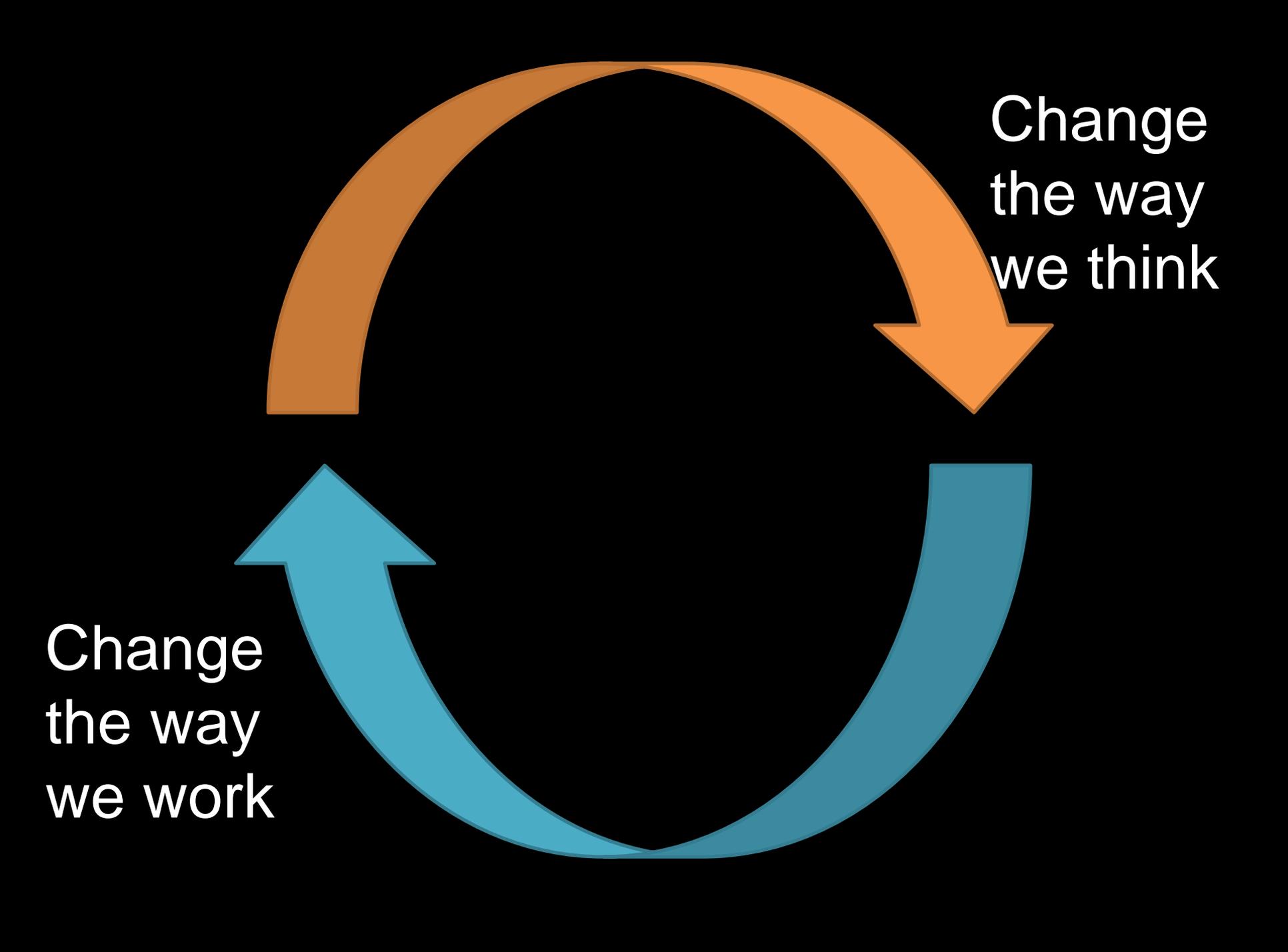
# Well-Being Defined



“Health is a state of complete physical, mental and social well-being and not merely the absence of disease or infirmity.”

*-Preamble to the Constitution of the World Health Organization as adopted by the International Health Conference, New York, 19-22 June, 1946*

**AGING:  
EMBRACE YOUR  
EVOLUTION**



Change  
the way  
we think

Change  
the way  
we work



**Embrace Risk**



**Do Something BIG**



**Do Not Re-invent the Wheel**



**ELDERLY  
PEOPLE**



**ELDERLY  
PEOPLE**

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1. Are our goals focused ?
2. How will achieving these goals strategically position us for the next step?
3. What is the larger story we want to tell?
4. How will this story create a sense of urgency?  
Excitement?
5. Who are our partners? Who else do we need to reach out to? What's our strategy and timeline for getting this done?