



# Mary Lloyd

*What do 'older people' mean to your business? Do you value and protect your employee expertise? This expert will open your eyes to new business opportunities.*

## **Is Ageism Stealing Your Bottom Line?**

Discounting people because of age is a still a socially acceptable form of discrimination. Even when trying to be kind and benevolent, we often marginalize 'older people.'

In business, making generalized assumptions about seniors can cost you money.

As people gain experience, they work differently. Seasoned consumers use different criteria to make buying choices. And older employees, even those stepping away from full time work, aren't necessarily ready to stop contributing.

By addressing central issues like strategic planning, customer service, and employee performance, Mary challenges company owners, business leaders, and HR managers to take a fresh look at their workforce consider what is headed for their companies.

### **Unsure if you need Mary's expertise, consider the following:**

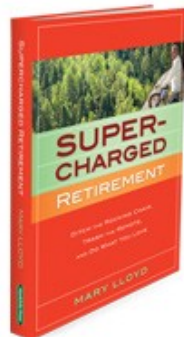
- Do you know how much experience you're going to lose, and when?
- Will the salary savings of new hires offset the lost of expertise?
- Can younger workers advance quick enough to protect your competitive edge?
- Do you ask experienced workers to support and coach new ones?
- Will you explore innovative ways to keep the wisdom of your older employees?

Do 'older people' have anything to do with the success of your business? Don't shake your head quite so fast. As employees, customers, and a major target for new products, they are the next 'secret weapon' for smart companies. People over 50 have another 30+ years to live—and buy. In the US, they represent 50% of the discretionary incomes. This speaker's insights will help your company capitalize its unique opportunities in learning how to benefit from having them as employees, keeping them as customers, and including them as you develop new products.

Mary Lloyd is a speaker, author, and businesswoman. She's been a pioneer since the age of 19, as a female geologist, a woman executive in the energy industry, and now as a champion for getting the last third of life to make more sense. Her broad range of real life experiences, PhD level training, and passion for doing this stage of life better give her solid credentials to address a topic fast becoming one of the business world's most significant management issues: What to do with, about, and for baby boomers. Mary is passionate about the potential of today's senior workers to contribute for a long time but just as committed to helping companies see the business potential of paying attention to the 50+ segment of the population.

Mary retired early from an impressive and challenging career in the energy industry. Then she flunked the first thing ever in her life—retirement. Like most, she loved traveling, watching sunsets, and enjoying that rocker on the front porch. But soon, she began to sense a 'same-ness' in the trips, noticed that sunsets only last for a few minutes each day, and realized that after relaxing, the rocker's appeal starts to wane. And she had decades left to live, and a lot yet to offer. Today, she helps individuals discover their passion and energize themselves to live the last third of their lives with greater satisfaction, and she helps businesses tap into the potential of those 50+ as workers, consumers, and the focus of new product development.

Having managed blue, white, and pink collar employees, Mary knows the challenges of both management and employees. She has a penchant for discovering new opportunities and paths, is innovative in recruiting and motivating others, and has earned a reputation for fostering teams and creating alliances. She's worked with large organizations like Amoco and IBM as well as small businesses and individuals.



Before starting Mining Silver, Mary spent 17 years in management in the natural gas industry, ran another consulting business, co-owned a countertop manufacturing company, and taught as an adjunct professor to the psychology department of the University of Nebraska at Omaha.

Mary is the author of **Supercharged Retirement: Ditch the Rocking Chair, Trash the Remote, and Do What You Love.** She is also in the process of completing her next book, **Why Don't Rich Guys Retire?**



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