



STORY ANGLES

The Call of the Soul

By Aila Accad

1. Reinventing Retirement

Middle-aged people seek a 2nd career that speaks to the soul

Statistically, every day for the next 10 years 11,000 “Baby Boomers” will turn 50 and enter midlife. The accepted maximum life span is now one hundred and twenty years. Most boomers expect to work after retirement age and expect to be healthy well into old age. These aging dynamics have millions of boomer Americans revisiting the question posed by a pop tune of their adolescence, "What's it all about, Alfie?"

2. Struggle for Fulfillment in a Changing World

20-something's want work that speaks to their souls

Today's young people face more struggle and more opportunity to follow their soul than their predecessors. Their struggle often shows up as the inability to choose a career direction. Huge shifts in technology and crumbling corporate, financial, educational and healthcare structures are creating a moving target for job opportunities. A large number of millennials still living at home in their twenties are creating a new stage of life coined "Emerging Adulthood" by Jeffery Arnett. According to the Bureau of Labor Statistics (2011), only 47% of 16 to 24-year-olds are employed. This is the smallest group since 1948 and 37% of 18 to 29-year-olds in 2011 are unemployed according to a 2010 Pew Study. The old social structure of getting a job and supporting one's self on one's own is not working for this group. Thirty-five percent of employed Millennials are also trying to tap into their soul's creativity by starting a business on the side to supplement their income

3. Is it a Crisis or Opportunity?

How to make the best of a bad situation

Sudden major life changes like illness, accident, job loss or divorce can feel like the end of the world when they happen. Our old way of life has come to an end. In that moment, we can choose to lose ourselves in the misery and unfairness of the situation or reinvent ourselves by finding new resources within our soul.