THE ENCORE NETWORK

ACTIVATING THE POWER OF *Experience*

Our Strategy for 2027-2029

Why this strategy?

One of the biggest demographic shifts in history—we're living longer, working longer, and looking for new ways to contribute.

Many of the systems that shape later life—from workplaces to ideas about retirement itself—**were designed for a different era**.

But employers, our economy, communities, and society **need the knowledge, judgment, and experience that older adults bring**.

We believe this pivotal moment calls for more than helping individuals navigate change. It **calls for helping to shape the future itself**.

Our goal

Expand opportunities for experienced adults to contribute through employment, entrepreneurship, and service.

Our strategy is designed to amplify the movement to change how society values & benefits from experience.

Three pathways

Employment

Helping experienced adults thrive in today's workforce while advancing age-inclusive workplaces.

Entrepreneurship

Supporting people who create businesses, consulting practices, nonprofits and new ventures.

Service

Expanding opportunities through volunteering, civic engagement, mentoring, and community action.

Across all three pathways we will address issues that affect opportunity for everyone:

- Ageism from self & others
- Multigenerational collaboration
- Healthy aging & social connection
- Transition & life design
- AI & technology
- Fairness & equity
- Financial security

Three roles

Exploring what's next

Individuals seeking purpose, income, contribution, or direction about using their skills and experience.

Helping others navigate

Coaches, advisors, educators, experts who create resources, lead programs, mentor, and build knowledge.

Changing systems

Employers, policy makers, researchers, funders, and leaders who remove barrriers and expand opportunities.

Four target audiences

- **People with experience**
- **Partners, influencers, thought leaders, allied organizations**
- **Employers, nonprofit & community orgs, institutions**
- **Policymakers, workforce developers**

Four priorities

Insight—Develop and share trusted knowledge about the opportunities and barriers facing experienced adults.

Influence—Turn that knowledge into practical tools, partnerships, and actions that remove barriers and create opportunity.

Exposure—Increase awareness of the value of experience and expand our voice with employers, policymakers, media, and others.

Growth & Sustainability—Grow members, partners, leadership, and resources needed to expand our impact over time.

Building momentum

Every success creates the conditions for the next. As the cycle repeats, we expand our knowledge, influence, reach, membership, and resources—creating greater opportunity for experienced adults.

What success looks like

By 2030, The Encore Network will be recognized as a trusted voice on the value of experience, bringing together members, partners, employers, researchers, and communities to expand opportunities for experienced adults while strengthening the businesses, organizations, communities, and systems that depend on them.