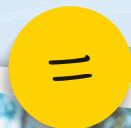
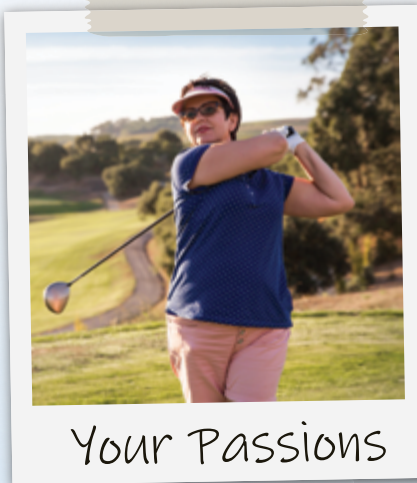


# FIND YOUR PURPOSE. FUND YOUR PURPOSE.

*Your guide to purposeful living and  
retirement readiness*

Inspired by the work of Richard J. Leider





**RICHARD J. LEIDER**

The Alliance for Lifetime Income, a non-profit created to educate Americans on retirement income planning, has partnered with Richard J. Leider, a renowned author and expert on purpose-driven living. This collaboration aims to empower you with both financial security and a sense of purpose as you plan for your future. Leider, who is an Education Fellow in the Alliance's Retirement Income Institute, author of 12 books including bestseller, *Life Reimagined*, and the upcoming 4th edition of *The Power of Purpose*, leads Inventure—The Purpose Company and serves as Purpose Ambassador for Blue Zones®. Drawing from Leider's insights, this workbook guides you through exploring what brings joy and meaning to your life, setting the stage for a fulfilling and purposeful retirement journey.

## GETTING THE MOST OUT OF THIS WORKBOOK

"Reflection is key to aligning your financial goals with your life's purpose; take time to consider what truly matters to you," says Leider.

This workbook is divided into three sections to guide you through planning a purposeful retirement. Take breaks as needed and revisit sections to fully benefit from the exercises.

## THE BLUE ZONES® LIFE

Blue Zones® are geographic regions\* where people live the longest and healthiest lives, sharing nine lifestyle characteristics such as a strong sense of purpose, regular low-intensity movement, routine stress-relieving activities, and a plant-based diet with less meat consumption. "Of the nine commonalities," says Richard Leider, Blue Zones Purpose Ambassador, "**purpose** happens to be a core characteristic of a long life."

### BLUE ZONES REGIONS

LOMA LINDA  
CALIFORNIA

SARDINIA  
ITALY

IKARIA  
GREECE

NICOYA  
COSTA RICA

OKINAWA  
JAPAN

# SECTION I: FIND YOUR PURPOSE

Many retirees find themselves without a clear plan for how to spend their time and money in retirement. After the initial excitement of a “vacation phase,” some retirees face boredom, emptiness, and a nagging question: “Is this all there is?” This workbook will guide you in discovering your retirement purpose and aligning your income planning with a fulfilling, long life.

## WHAT ARE YOU PLANNING TO DO IN RETIREMENT?

### 3 STEPS TO UNCOVERING YOUR PURPOSE

For many of us, retirement offers countless choices—and you get to choose how you’ll live this new life phase—on purpose!

A simple three-step formula will help you visualize your path to purpose.

$$G + P + V = P$$

Gifts + Passions + Values = Purpose

#### 1 GIFTS (talents, skills)

First, let’s identify your unique gifts or the talents that set you apart.

**Write down some of the gifts you’d like to bring into retirement:**

*Some examples: organizing, listening, coaching, managing, writing, problem solving, fixing cars, woodworking, etc.*

Talent 1

Talent 2

Talent 3



**Well done!** Your gifts can play a significant role in how you spend your retirement years. Next, let’s explore your passions and hobbies. These activities bring you joy and fulfillment and fit with your purpose and budget.

## 2 PASSIONS

Which passions gratify you? What are you curious about? What needs doing in the world?

*Rank each item from 1 to 5, with 5 being the most important and 1 the least.*

### Passion Categories:

Outdoor (*hiking, gardening, golf, etc.*)

Creative (*painting, writing, music, etc.*)

Social (*volunteering, entertaining, etc.*)

Intellectual (*reading, learning new skills, etc.*)

Travel/Adventure (*new places, new experiences, etc.*)

Other:



### Consider:

- Why are these passions important to you?
- How do these passions fit into your budget?



**You're doing great!** Identifying your passions helps pave the way to a meaningful retirement.

### 3 VALUES

Understanding your core values—the beliefs that matter most—is the first step toward a fulfilling retirement. Let's dive in!

#### What personal values and beliefs will guide you in retirement?

*Rank each item from 1 to 5, with 5 being the most important and 1 the least.*

#### Values:

Family/Relationships

Health/Wellbeing

Personal Growth/Learning

Financial Security

Community/Service

Spirituality/Faith

Creativity

Adventure/Exploration

Independence

Other:



#### Consider:

- Why are these values important to you?
- How do these values influence your goals and plans for retirement?



**Great job identifying your core values!** They will guide your retirement plans and align your goals with what truly matters. Now let's think about your purpose.

## NOW LET'S FIND YOUR PURPOSE!

Everyone wants to live a life full of meaning and happiness and there's every reason to create a purposeful life for yourself.

### Gifts + Passions + Values = Purpose (G + P + V = P)

Understanding your purpose starts with recognizing your unique strengths, what you love to do, and what matters most to you.

Consider this example:



This combination may inspire purposeful activities such as:

- Teaching golf to youth in schools or community clinics
- Pairing experienced golfers with novices in a mentorship program
- Running workshops at community centers or senior facilities

**Take time to reflect and make some notes if you like.** Use your gifts, passions, and values as clues for thinking about purposeful retirement activities.

---

*List Your Gifts/Talents:*

---

*List Your Passions:*

---

*List Your Values:*

## LET'S DRAFT YOUR PURPOSE STATEMENT

My **gift** is

My **passion** is

I **value**

I could find **purpose** in \_\_\_\_\_ or doing \_\_\_\_\_



**Excellent!** Drafting your purpose statement is challenging but rewarding, as this is a powerful step toward a fulfilling retirement. Remember, purpose keeps us engaged and connected within our communities.

# THE GOOD LIFE

## 3 PATHS TO A PURPOSEFUL RETIREMENT

Now that you've examined your purpose, let's consider the three most meaningful things that matter to most of us. Your version of the good life can be thought of as living in the place you belong, with the people you love, doing the right work, on purpose.

### 1 Where is the right place to live?

**Consider these ideas:** a specific state or city, near water, farmlands, golf courses, college town, etc.

Your location choice can be influenced by who you want to live near, weather, cost of living, health concerns, and taxes. Think about if your current location enriches your life or if a change might be beneficial.

*List one or more "right places" for you to live:*

### 2 Who is most important to be near in retirement?

Which family and friends make the most meaningful impact in your life?

### 3 What will you do? *(check one or more)*

Continue doing what I've always done, but less of it

Supplement income with different work that ignites my passion(s)

Volunteer for a cause or in my community, sit on a board that matters to me

Other



**Fantastic!** You're creating a clear picture of what a purposeful retirement looks like for you.



# THE GOOD LIFE INVENTORY

Will these characteristics fit your idea of the good life? *Rate each question below with a score from 1 to 7; where 7 represents the best fit for your vision of the good life and 1 is the poorest fit.*



## Key Characteristics of the Good Life

- I'm living my own version of the Good Life.
- I regularly say "no" to the less important things in my life and "yes" to my real priorities.
- I keep the small promises I make to myself.
- I go to sleep most nights feeling that "this was a well-lived day."
- I have a regular time and place—a "listening point"—to renew myself.



## Place

- I'm living in my ideal place.
- I feel at home in my home.
- I feel like I belong in my community.
- I have options in the place that I live to do the things I love to do.
- My place makes me happy.



## People

- I have at least one person who truly listens to me, with whom I can be truly honest.
- I regularly have "courageous conversations" with people.
- I share my life dreams with the people I'm closest to.
- I'm spending the right amount of time with my friends and loved ones.
- My relationships make me happy.



## Work

- I am doing work that fully engages my true gifts.
- I am using my gifts in support of something I am passionate about.
- I am in a work environment that is nutritious for me.
- I receive rewards that matter to me.
- My work makes me happy.

# THE GOOD LIFE INVENTORY

Keep going, we're almost there.



## Purpose

- I have a clear reason to get up in the morning.
- I have a healthy spiritual life.
- I live a lifestyle which supports positive kinship with the natural world.
- My work serves the world in some distinct way.
- My purpose makes me happy.



## Transitions and Changes: Out With the Old, in With the New

- I have defined how much is enough money for me.
- I'm satisfied with how my time and money are being spent.
- I know where I'm headed on life's journey.
- I have uncovered my calling.
- My life makes me happy.

**TOTAL** *(Add up your scores from your Good Life Inventory.)*

## SCORING

**180+:** Your life fits your definition of the good life. Enjoy your good fortune and assist others in attaining a similar quality of life.

**150-180:** Parts of the Good Life formula are missing. Explore ways to "keep the small promises you've made to yourself."

**120-150:** Your current life/work is adequate, based on your vision of the good life. But what's up ahead?

**90-120:** Your current life/work does not fit your vision of the good life. Choose your timetable and set priorities for making changes.

**Under 90:** Your life/work is a poor fit for your vision of the good life. It looks like it's time for "courageous conversations" and choice. Now! Remember that each step towards improvement is progress. Celebrate your efforts and keep moving closer to living 'On Purpose.'



**Great work, you've concluded the Purpose section!** You should now have a clearer picture of what really matters to you most. Consider taking a break because next we'll assess your retirement goals!

# SECTION II: ASSESS YOUR RETIREMENT GOALS

## PLAN FOR A FULL LIFE IN RETIREMENT

With your purpose in mind, it's time to plan for a financially secure future. Next we'll think about your goals for a long and fulfilling life ahead.

Which of these financial goals best reflect your retirement objectives: *(Check all that apply)*

- |                                      |   |
|--------------------------------------|---|
| Protect my wealth for the long term  | Determine best time to claim Social Security benefits |
| Maintain financial independence      | Minimize taxes  |
| Add to retirement savings            | Plan for long-term care expenses                      |
| Ensure reliable income               | Maintain adequate insurance coverage                  |
| Pay off debt                         | Plan my estate  |
| Create a plan for savings withdrawal | Provide for loved ones                                |
| Maintain emergency fund              | Fund grandchildren's college                          |
| Balance/diversify investments        | Other   |



**Great job setting your goals!** Now, let's assess your financial readiness to ensure you're on the right path.

**Are you very confident that your current savings and retirement income are on track to reach your goals?**

Yes    No

If you're not fully confident, don't worry. We have actionable steps ahead to strengthen your financial plan. Let's explore what financial security means to you and how it can enhance your retirement.

## ACHIEVING FINANCIAL SECURITY

Financial security means having enough money to cover expenses, maintain a comfortable lifestyle, and plan for future needs. It provides confidence to pursue passions and enjoy life without financial concerns.

**Imagine living a life of financial security. What emotions and experiences would you associate with it?** *(Check any of these that apply.)*

- |  |                                    |
|--|------------------------------------|
| Relieved and stress-free                       | Successful and respected           |
| Free to pursue my hobbies and passions         | Safe and secure for life           |
| Optimistic about handling unforeseen expenses  | Able to care for myself and others |
| Grateful and content with my financial journey | Other                              |
| Proud of my choices                            | Other                              |

**How would you rate your current level of financial security?**

*Use a scale of 1-10 (1 is not secure; 10 is fully secure)*

### SCORING

**8-10:** Maintain strategies, explore wealth growth, and consider a protected retirement plan.

**5-7:** Consider diversifying investments, rebalancing your portfolio, and understanding Social Security.

**1-4:** Think about building an emergency fund, reducing debt, and saving more.

**Remember:** This quiz is a helpful starting point for retirement income planning. Consider consulting a financial professional for personalized strategies and guidance.

## STEPS TO BOOST CONFIDENCE IN YOUR RETIREMENT PLAN

*(Check any you'd like to explore)*

- |  |  |
|--|--|
| Adjust budget: cut non-essential expenses          | Increase retirement contributions                      |
| Add income: consider part-time work or consulting  | Downsize/relocate: consider a smaller, affordable home |
| Delay retirement: consider extending working years | Seek advice: work with a financial professional        |
| Continue learning and stay relevant                |  |



**You're making great progress!** Understanding your financial security helps you make informed decisions for a worry-free retirement. Let's examine how you feel about some of the factors that may affect your retirement savings.

# SECTION III: FUND YOUR PURPOSE

Prioritizing a retirement income plan ensures you have a reliable income stream throughout your retirement years. Here are four tips to get you started.

## 1 Identify Your Retirement Essential

**Expenses:** To prioritize spending, create a budget that outlines your needs, wants, and wishes.

## 2 Outline Your Income Sources:

List your expected income sources and match them against anticipated expenses. Categorize these sources into protected (reliable) income and probable (variable) income to ensure they align with your projected budget.

## 3 Consider Potential Shortfalls:

Identify gaps between expected income and expenses. Adjust savings, spending, or explore additional income sources as needed.

## 4 Stay Flexible:

Regularly review and adjust your plan to accommodate changes in your financial situation or goals.



**You're starting to see how important it is to consider income in your retirement.** Let's keep going to gauge your confidence in managing your finances.

# ASSESS YOUR ABILITY TO HANDLE THESE RETIREMENT CHALLENGES

Next, we'll evaluate how well-prepared you are to manage these common aspects of your retirement plan.

*In each of the five common retirement challenges below, rate your readiness for each challenge on a scale of 1 to 7: 1 = Not at all prepared, 7 = Fully prepared. Use the prompts below each question to help reflect on your answer.*



**Longevity:** Ready to financially support a long, fulfilling life?

- Planning for longevity ensures you enjoy every moment.
- Consult a professional for longevity planning.



**Healthcare and Long-Term Care Costs:** Ready for potential medical expenses?

- Have you estimated your future healthcare costs?
- Do you have a plan for potential long-term care needs?



**Rising Prices:** Prepared for rising costs?

- Preparing for inflation protects your future comfort.
- Explore inflation strategies if you're not ready.



**Money Management:** Confident in managing income and expenses?

- Understanding cash flow keeps you in control.
- Work on a detailed budget if you're not confident.



**Market Changes:** Prepared to handle fluctuations in your investments?

- Preparation for market changes protects your investments.
- Discuss risk management if you're not prepared.

**TOTAL:**      / 35 (Add up your scores from each question.)

**Remember:** This quiz is a helpful starting point for retirement income planning. Consider consulting a financial professional for personalized strategies and guidance.

## SCORING

**29-35:** Well-prepared for retirement challenges

**15-21:** Several areas need significant improvement

**22-28:** On track, but some areas need attention

**7-14:** Urgent need to address retirement preparedness



**Next Steps:** Prioritize areas with lower scores and seek expert guidance.



**Great progress!** By tackling these potential challenges, you're building a strong retirement foundation. Recognizing any areas for improvement is a positive step towards beneficial changes. Let's explore securing your income sources to support your dreams.

# RETIREMENT INCOME PLANNING

## GIVE YOURSELF A LICENSE TO SPEND

Living with purpose may also mean a longer, healthier life. Enjoy all you want to do in retirement by properly earmarking your funds and making them last.

**How much will each income source help cover your essential living costs in retirement?** *Rate each one: 1 = It'll help slightly • 2 = It'll help moderately • 3 = It'll help substantially. Skip any sources you won't have in retirement.*

### Your Protected Income Sources

*I can count on these sources for reliable income:*

Social Security  
Pensions  
Annuities

### Your Probable Income Sources

*I may have these income sources, but know they can fluctuate:*

Interest and Dividends  
Investments /  
Savings withdrawals  
Other income sources  
*(part-time work, rental income, alimony, VA benefits, etc.)*

## PLANNING

### What's the money for?

- Lifestyle
- Healthcare
- Vacations, travel
- Help family

## PROTECTION

### What are you afraid of?

- Inflation
- Healthcare costs
- Losing independence
- Unforeseen family needs

**TOTAL:** *(Add up your scores from each source.)*

## SCORING

**16-18:** Strong income outlook. Your income sources appear well-positioned to meet your retirement needs.

**12-15:** Solid income outlook. You have a solid foundation, but there may be room for enhancement.

**6-11:** Adequate income outlook. Consider strategies to increase income or reduce expenses in retirement.

**0-5:** Limited income outlook. Prioritize developing additional income sources and consult a financial professional.



**Keep in mind:** This quiz looks at how many income sources you have and how much you expect to rely on each one. Even if you score lower, you might still have enough total income for retirement. A lower score just means you're counting on fewer sources, which could be less stable over time.



**Great job!** Understanding your retirement income and prioritizing expenses helps you reach your lifestyle goals. A blend of reliable and variable income sources can lead to the most stable retirement. Now, let's align your financial plan with those goals.

# PLAN FOR FINANCIAL SECURITY THAT SUPPORTS YOUR PURPOSE

## FINANCIAL SECURITY IS ESSENTIAL FOR A PURPOSEFUL LIFE

Rate how well your financial plan supports your retirement goals using a scale from 1 (Strongly disagree) to 5 (Strongly agree).

My financial plan provides for activities and hobbies that bring me joy.

I am confident my income will cover essential expenses, wants and wishes.

My financial plan supports living near loved ones or in a meaningful community.

My budget includes resources for maintaining and improving my health.

I have strategies in place to manage rising prices and economic changes.

My financial plan accounts for a long life, ensuring my funds last.



**Your Financial Security Score:** / 30 (Add up your scores.)

### SCORING

**24–30:** Your financial plan aligns well with your goals. Continue to monitor and adjust as needed.

**16–23:** Your plan is solid but needs fine-tuning. Review lower scores and consider adjustments.

**6–15:** You may have notable gaps to address in your retirement planning. Prioritize areas with lower scores and seek expert guidance.

**Remember:** This quiz is a helpful starting point for retirement income planning. Consider consulting a financial professional for personalized strategies and guidance.



**You've done an excellent job of assessing your financial readiness.** Let's move to our final steps!



## SECURE YOUR PURPOSEFUL RETIREMENT WITH EXPERT GUIDANCE

You've made significant strides towards a purposeful retirement. Now, let's ensure you have a robust plan to fund and protect what matters most to your future.

- 1 Review Your Responses:** Evaluate your answers and scores from each section and determine areas for improvement.
- 2 Identify Key Actions:** Select two to three steps that are most relevant to your situation and create an action plan.
- 3 Consult a Professional:** Discuss your findings and action plan with a trusted financial professional to refine your overall financial strategy.
- 4 Implement Changes:** Make necessary adjustments to your financial plan so that it matches with your goals and aspirations.
- 5 Regular Reassessment:** Continuously review your financial plan to ensure it remains on track and adapts to any life changes.



**You made it!** By taking proactive steps now to secure your financial future, you'll have the confidence and resources to fully embrace this exciting new chapter of your life.



## CONNECT WITH YOUR FINANCIAL PROFESSIONAL and tailor a retirement income plan to your purposeful life

**Place a checkmark next to any questions or concerns that you'll discuss with a financial expert:**

How can I ensure my essential expenses are covered in retirement?

What are the best ways to fund my essential expenses, comforts, and dreams?

What steps should I take to maintain a sufficient emergency fund?

Will my savings last for a long life? What steps should I take?

When is the best time for me to claim Social Security benefits?

How can I get the most out of my Social Security benefits?

What strategies can I use to minimize taxes in retirement?

How can I manage rising prices/inflation in retirement?

What are the best strategies to handle market changes?

What is the best way to plan for healthcare and long-term care expenses?

How can I ensure my estate planning is in order?

I'm on top of my retirement plan but wonder if I'm missing something.

Other







## NOTES

Use this space to jot down your thoughts.







VISIT [PROTECTEDINCOME.ORG](https://protectedincome.org)  FOR HELPFUL INFORMATION AND READINESS TOOLS.

## HELPFUL TOOLS

- [Income Hierarchy Brochure: What are you saving for in retirement](#)  – identify and prioritize your needs, wants, and wishes
- [Calculate Your Rise Score](#)  The Retirement Income Security Evaluation (RISE) Score measures your income security to help determine any gaps between your expected retirement income and monthly expenses.
- [Investor Personality Quiz: What Type of Investor Are You?](#) 
- [Check Off The Basics](#)  – a guide to planning for essential expenses in retirement

## ARTICLES

- [Three Keys to a “Fantastic” Retirement: Planning, Purpose and Perspective](#) 
- [Second Wind: The Unretirement Journey](#) 
- [Guaranteed Income: License to Spend](#) 
- [10 Questions to Ask If You Are Considering a Financial Professional](#) 

## RESOURCES FROM RICHARD LEIDER AND THE BLUE ZONES

- [BlueZones.com](#) 
- [Richard J. Leider Biography](#) 

### Articles

- [The End of Retirement as We Know It](#) , Kiplinger, Richard J. Leider, June 2024

### Books

- Life Reimagined: Discovering Your New Life Possibilities
- The Power of Purpose: To Grow and to Give for Life
- Repacking Your Bags

The Alliance for Lifetime Income is a nonprofit 501(c)(6) organization formed and supported by the nation's leading financial services organizations, nonprofit consumer and industry groups. The alliance is committed to creating awareness and educating Americans about the risk of outliving their savings, so that they can enjoy their retirement lives. The Alliance's nationwide, multi-year educational campaign is designed to inform consumers and their financial advisors about the importance of including protected lifetime income from an annuity into a comprehensive retirement plan.

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