

Strengthen the Connection with your Customers

by having Margit Henderson
remind them that you care
about their *health*
as well as their *wealth*.



Transform their fear of aging into excitement for the future.

Margit is available as a marketing resource for you. She shares her Resilient Retirement message with Financial Services companies large and small. Her energetic speech, *Charting Your Course for Retirement Adventure*, orients your customers to the non-financial aspects of retirement planning, inspiring them to make health investments that improve life now and long-term. Her award-winning book, *Optimistic Aging*, makes a caring welcome or thank-you gift, showing your commitment to your customers' broader retirement planning needs.



Margit Cox Henderson, Ph.D.
Resiliency Resources®

Speaker | Author | Psychologist
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“I am grateful to you for sharing your research and wisdom in an open, gentle and humorous way and grateful to TIAA for helping make you available to us.”

— TIAA marketing event
participant, Nancy

“Retirement planning should include a focus upon health in addition to financial security. *Optimistic Aging* provides an accessible guide to the non-financial aspects of retirement preparation.”

— Ronald Pressman,
Executive Vice President
and Chief Operating Officer of TIAA

“It was your book that has been the catalyst for my renewed attention to health. THANK YOU, AGAIN!”

— Bank of America Merrill Lynch
book recipient, Bill

