Economic Dimensions of Aging Cities
Jobs and Revenue Generation

May 22, 2018
A Market the Size of China

60+ - Productive and Consuming

People with Disabilities – 1.3 Billion Globally

Boomers will drive demand – 52% of those > 65 years of age have at least 1 disability – US Census
Why Return on Disability? > Satisfies the ‘Dual Mandate’

Attract Customers & Talent

1. PWD Empowered Economically
   a. Customers
   b. Employees

2. Companies Incented to Action
   a. Understand PWD
   b. Serve PWD
   c. Hire PWD
   d. Design for PWD

OBJECTIVE

PATH

DRIVE COMPANY ACTION VIA PROVEN PROFITABLE PRACTICE

Performance

1. Maximize Risk-Adjusted Returns

CREATE SHAREHOLDER VALUE

Return on Disability shows firms how to act on PWD – while delivering performance for investors.
Return on Disability® > Achieving More and Better Transactions

Higher Revenue
- Share of wallet
- Competitive position
- Brand connection

Lower Costs
- Better hires
- Lower turnover
- Reduced complexity
Customer Experience > Delighting to Attract

2011 - 2012
Packaging Innovation
Pepsi

2013
Retail Innovation
Columbia Business School

2014
Food Service Innovation
Pepsi Spire

The Walt Disney Company
Housing Trends in SW United States > Multi-Generational Homes

A home within the home...

...increases utility for the Consumer...

...decrease public cash outflows...

...and increased job opportunities.

An urban model – with scale – is needed.
Three Keys to Uber Experienced Talent (UET) > Why Retire?

Valuable knowledge... | ...that is living longer... | ...and out-living pensions.

THE SECOND (AND THIRD) CAREER
New Demands, New Jobs, New Growth > Capture, Measure, and Incentivize

Ask the…

...and deliver delight.
What is the plan?

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