

# Power Shift:

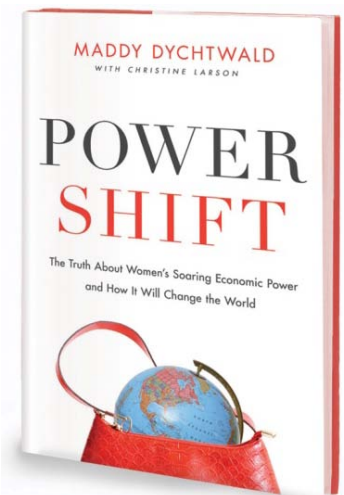
## The Truth About Women's Soaring Economic Power and How it Will Change the World

*A new book and presentation by Maddy Dychtwald*

As we enter the second decade of the 21st century, women are on the verge of attaining economic parity with men—something our great-grandmothers *and* grandfathers would never have imagined. With this new economic fortitude, women have the opportunity to take previously untapped power into their hands to influence the direction of the marketplace, the workplace and worldwide leadership. In this presentation, based on her landmark new book, Maddy Dychtwald provides a visionary portrait of the changing gender balance of economics—and how the ascent of women is dramatically transforming money, markets and men.

In *Power Shift*, Maddy Dychtwald paints a captivating picture of women coming into power in America (and worldwide), which no woman or man can afford to ignore. Filled with research findings, as well as inspirational insights from trend-setting women from all walks of life, this new presentation can be customized for a variety of industries and audiences and can cover the following information:

- Women's rise to power: the past, present and future.
- The three stages of women's financial awareness: 1) security, 2) independence and 3) influence.
- The new definition of success created by women for *everyone*.
- From a "his" to a "his and hers" society: a portrait of the new female/male equation and how it is changing the rules at home and at work.
- The evolution of the family beyond the "Noah's Ark" nuclear model to a more complex set of multi-generational relationships.
- How women are banding together to fuel a "new girls network" (as opposed to the "old boys club") to craft a more successful present and future worldwide.
- How to harness women's economic empowerment and leadership for U.S. economic prosperity.
- Defining women's marketplace clout and how it is changing the world of business.
- Three key ways women will use their increasing influence to change the world.



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*"Maddy was fantastic. Her personal, interactive and multi-media presentation style was an excellent role model for all speakers in this edu-tainment age."*

Nira Jang, USA Trends, Coca Cola USA

*"Maddy's delivery was lively, informative and entertaining, and her remarks hit a bullseye."*

Mary B Peterson, Director of Marketing, The Prudential Insurance Company

*"Her insight and knowledge of the financial services industry provided the perfect ending to motivate the audience in taking advantage of the wonderful market opportunities."*

Gordon J. Sprague, Senior Vice President, AIM Distribution



### About Maddy Dychtwald

Maddy Dychtwald is a highly acclaimed demographer, marketing strategist, entrepreneur, speaker and author of three books: *Cycles: How We Will Live, Work and Buy*, *Gideon's Dream: A Tale of New Beginnings* and *Power Shift: The Truth About Women's Soaring Economic Power and How it Will Change the World* (Voice/Hyperion May 2010). In 1986, with her husband, Ken, she co-founded Age Wave, the nation's foremost thought leader on population aging and its profound business, social and cultural implications. A highly acclaimed public speaker, she has addressed more than 250,000 business leaders worldwide. A working wife, mother, daughter and sister, she lives in the San Francisco Bay Area with her husband and two children, Casey (22) and Zak (19).