ROBERT LAURA

Pioneer in the psychology and social science of retirement and legacy planning with proven track record for engagement for 50+ demographic.

Seven-time best-selling author and prolific content creator who has reached millions of readers through his books and over 900 articles that connect with people emotionally, so they don't just read information, they *feel & experience* it.

Founder of the Retirement Coaches Association, Certified Professional Retirement Coach Designation, Wealth and Wellness Group, and Retirement Intelligence Assessment.

Researcher who drives solutions by designing targeted surveys and polls that can be turned into actionable insights, products, and services to help individuals, couples, and professionals navigate the non-financial side of life transitions.

Consistent media voice with major business outlets including the Wall Street Journal, AARP, Forbes, Newsweek, Kiplinger, MarketWatch, New York Times & more.

Professional speaker and educator with over 25 years of experience in using and applying adult learning theory to build authentic KLT *Know you, Like you, and Trust you* relationships that strengthen client connections.

Conversational style intertwined with thought-provoking insights, vivid stories, and a frequent dose of humor that allows his audiences to get educated in an entertaining and inspiring way, creating memorable experiences that touch both the mind and heart.

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Robert helps individuals and organizations navigate the non-financial, science side of retirement and life transitions in a variety of ways that can be customized to meet your event, member, client, or organization's needs.

Whether it's a dynamic keynote, interactive breakout session, full-day training, or immersive retreat, Robert's presentations go beyond inspiration — they equip audiences with fresh perspectives, practical tools, and actionable strategies to thrive in life after work.

Robert trains financial advisors, coaches, and HR professionals to confidently guide clients / employees through life's most important transitions. Using proven scripts, science-based insights from the likes of positive psychology and behavioral economics, and hands-on tools, he helps them deepen client relationships, build trust, and provide more comprehensive support beyond the numbers.

Robert has developed customizable resources designed to make retirement lifestyle and legacy planning easier to understand and navigate. From white papers and newsletters to guides, checklists, and presentations, each piece blends the latest research with real-life application, helping people prepare for retirement and legacy planning in a more holistic, meaningful way.

Thought Leadership With Passion & Purpose

Traditional Retirement Planning Is Backwards
"Retirement planning is backwards and focuses too much on money, rather than each unique individual. Running out of money in retirement pales in comparison to running out of family, friends, good health, & time."

Wisdom With Wealth:
"Transferring both wisdom and wealth is important because wealth doesn't create wisdom, however, wisdom can be used to maintain, build, and share wealth."

Retirement Isn't A Feeling
"You can't feel your way to and through retirement! A person's overreliance on how they think they are going to feel instead of plans and actions to create those feelings can end up being problematic for their journey."

The Wrong Top 10 List
"Many people don't realize that retirement is one of the top 10 most stressful life events and that 20 of the 43 other stressful events can intersect directly with your retirement transition. To put it bluntly, it's a minefield of change that can make you feel lost, out of sorts, and irrelevant."

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Customizable Speaking Topics

The Psychology of Retirement

Moving From Success To Significance

Legacy Or Liability

How To Win At Retirement

Sample snippets for the session descriptions:
Designing a satisfying retirement today requires different knowledge and skills than it did in the past. It calls for new and soon-to-be retirees to invest first and foremost in themselves and to have concrete discussions around factors that will help them replace their work identity, fill their time, stay relevant and connected, as well as keep mentally and physically active.

Retirement isn't just about money! There's personal side where science including Behavioral Economics and Positive Psychology can be applied to help you make a better transition. However, many people don't have a proven process to use factors like these to create a written plan for everyday life in retirement.

The psychology of retirement has been absent from retirement discussions of the past but are now being thrust into mainstream as people begin to realize that running out of money pales in comparison to running out of family, friends, good health and time.

The new narrative in legacy planning takes into consideration the legacies we inherited or were **G**iven, what we are **G**iving each day through our actions and behaviors, and finally, the wisdom we pass on or **G**ive to future generations. The 3**G** approach helps highlight the fact that estate or legacy planning isn't just about money and tax savings, but it also gives advisors a more engaging framework that fosters deeper and more meaningful conversations around retirement, aging, longevity, and generativity.

WHAT OTHERS ARE SAYING

What words and phrases would you use to describe the workshop to a friend?
Informative, Encouraging, Challenging

How would you rate or characterize the speaker's knowledge and presentation skills?
Excellent range of items to consider provided.
Interesting, engaging, thought provoking

How would you describe or characterize the speaker's knowledge and presentation skills?
Incredible, very knowledgeable

How would you describe or characterize the speaker's knowledge and presentation skills?
extensive w/out being too much; easy to understand

What words and phrases would you use to describe the training to a colleague? Impressive, intentional, and breath of fresh air.

How would you describe or characterize the speaker's knowledge and presentation skills? Comical, Focused, Collaborative, Amazing

What words and phrases would you use to describe the workshop to a friend?
Insightful, Thought-Provoking, Helpful

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