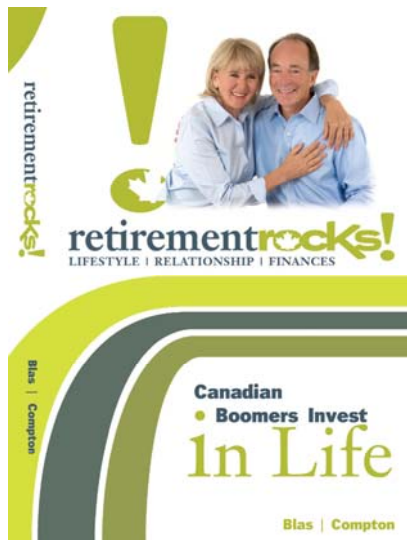


## **Retirement Rocks! and the nature of Freedom**

Posted: February 08, 2010, 10:25 AM by Jonathan\_Chevreau

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So what to make of yet another bank RRSP poll? The concept of a "new retirement" that includes ongoing work is a pretty widespread one, including from BMO economist and author Sherry Cooper in her book, [The New Retirement](#). My own book, *Findependence Day*, also makes a distinction between full-stop retirement and a transitional period that begins with Financial Independence.



The theme is also explored in a new book I wrote about on Saturday: *Retirement Rocks!*, by the husband and wife team of Heather Compton and Dennis Blas. The first of four Wealthy Boomer video interviews with the couple ran on Saturday [here](#). Next up is Dennis on Tuesday.

The Saturday column -- [55 Freedom](#) -- closed with an oblique reference from Dennis to London Life's famous "Freedom 55" marketing campaign. In a follow-up email, Dennis elaborated:

*Freedom 55 Financial (London Life) may have had the **concept** right 25 years ago, but they missed the mark on what it means and how to get there as it applies to the Boomer generation. Age (55) is not particularly relevant and is certainly not "one size fits all." FREEDOM is not achieved merely by amassing wealth nor is it necessarily marked by the absence of work. Freedom is achieved at any age by choosing and loving the work we do, and by being able to work on our terms. We have freedom when the answer to the why work question is not primarily for money.*

*Freedom is achieved by a re-design, a re-crafting, a re-orientation of our life. This was one of my renovation projects that took considerable time, but did not require my tradesman skills. As a continuing work in progress, life planning and design demands clear intention and choices. As an analogy, most of us started off piloting our own plane. At some point in our journey, life's multiple obligations caused us to switch to auto-pilot. How long has it been since we looked out the window to notice where we are and where we are headed? Planning for or entering our next life phase (retirement as we still call it) is the time for us to switch off the auto-pilot. It is the time for us to take the throttle back into our own hands. It is our life now!*