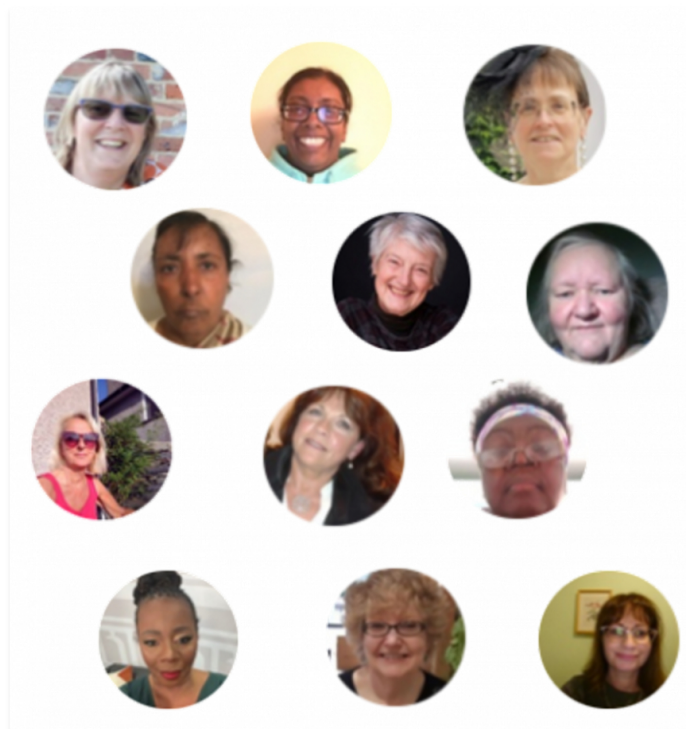


# Boomer Women Inspiration Series – 1. Immersion

Good Conversations x Good Innovation

## Welcome to your weekly Boomer Women Inspiration Series

**Chapter One – Immersion:** Following a very successful launch of the Boomer Women Good Conversation community, our online space has been buzzing with activity over the first week. We've been enjoying getting to know women from a variety of ages and backgrounds, with a host of colourful life experiences and interests to share. Here's just a small selection of some of the faces on our community.



We spent the first week getting to know each of these brilliant Boomer Women, asking them to introduce themselves, tell us what they'd take with them to a desert island, how they feel about family, career/retirement and socialising and hobbies, and their views on the past, present and future.

Let's meet a few of them:

A quick hello from some of our Boomer Women



Boomer Women: A short intro  
Good Innovation







## Creature Comforts meet Practical Realities



### Boomer Women want to balance the comfortable with the practical

When asked what they might take to their desert island, our Boomer Women mentioned an array of items: pillows, books (including Bibles and Qurans), yoga mats, water purifiers, blankets, sunscreen, matches, hammocks, Hermes bags and plenty of chocolate – amongst many other items.

What quickly became clear is that there was a common desire to balance Creature Comforts and Practical Realities. They recognise that it's important to have items that make their own lives easier, but are also quick to choose items that deliver for the broader community, too.

*"For everyone in the community I think a solar-powered power shower would be cool (a shower is what brings me to life in the morning) And my luxury would be a bottle (or crate) of Kahlua because that's my fave tippie!" – Liz, 66-77, Retired, Widowed*

*"I burn easily so couldn't manage without sunscreen. I would need a knife to cut fruit from the trees. I need to wash and would like something that smells great and is effective." – Tracey, 57-66, Retired, Married*

They feel that these attempts to achieve balance can separate them from their own parents. In their minds, Boomer Women see their parents' attitudes towards life as being more firmly rooted in duty and practicality, with less attention given to creating space for moments of pure enjoyment and fulfilment. This is a trend we see reflected in their outlooks on their careers – read our next section to discover more.

## Family is a clear source of love, comfort and security

### Boomer Women: 'Family' Word Cloud









*I like to be in and with nature as much as possible, so even garden time is nice. Looking after the wildlife and plants is fulfilling. I work and my animal friends all watch, until I sit down and then it's cuddle time." - Jayne, 57-66, Retired, Married*



Our women had plenty to say when we asked them to reflect on their changes for the past, motivations for the present, and hopes for the future. Here's a brief snapshot of the most important elements they shared with us:

**The Past** – For many, their experiences have created a sense of loss: of loved ones, and simpler, more care-free times when they had greater freedom both physically and financially. Older Boomers tended to associate the past with a sense of stronger core values shared with others.

*"Although I really appreciate having easier communication across distances, there is a pressure to be always 'on'. In the '80s and '90s I worried for my children's physical safety – if they were off on their bikes or making dens in the woods – but I didn't have to worry when they were at home about what they might be exposed to." - Vicki, 57-66, Married, Part-time employed*

**The Present** – Establishing justice for a broader section of society is on the minds of many, along with climate concerns. There is a sense that much needs to be done in the here and now before a more hopeful future can even be contemplated.

*"For the present, I would keep the momentum in movements pushing for change to improve our environment and equality between all groups the population. I would like to change the impact of the cost of living and enable everyone to have a decent standard of living." - Emma, 57-66, Retired, Married*

**The Future** – Future aspirations are both personal, and societal. For many, they dream of improved health and the ability to still explore and discover the places and experiences they continue to dream of. More broadly, though, many are concerned for the future, particularly when it comes to climate and the previously mentioned levels of inequality.

*"I want to go on a cruise when I am 75. I cruised at 50 and 60 but when I was 70 covid seemed like king! I am saving hard to make it financially possible but need to keep the mobility that I have to make it enjoyable." - Mary, 67-77, Single, Retired*

*"I think the biggest challenge to us all is global warming. I am not sure that the world is capable of coming together in order to fix this, and that is the most depressing thought about the future." - Alison, 67-77, Divorced, Retired*

Next week: We delve into the routines of our women, and probe into their hopes, fears and motivations when it comes to Health, Wealth, Family and Adventure!

Find out more: [hello@goodinnovation.co.uk](mailto:hello@goodinnovation.co.uk)