



Let's Talk Encore: Coffee and More!

Discovering What's Next® has launched a pilot program to spread the word about encore. Participants at the Encore Summit on November 4, 2011, received coupons for free coffee at Starbucks when they invite one or two friends for coffee and conversation around what's next for them.

Begin the Conversation

1. **INVITE** one or two friends/acquaintances to coffee.
2. **ASK** them: What Do You Plan to Do Next?
3. **TELL** us how it went.

Join the *Discovering What's Next Group on LinkedIn* and fill in the top box on the DWN group site—"Start a discussion or share something with the group"—to describe what you learned when you talked with your friends about Encore.

OR, go to TalkEncore@discoveringwhatsnext.com and send us an email about what you learned.

4. **ASK** your friends if they will help spread the word by inviting their friends for coffee and more!

Conversation Tips

Here are some tips for talking about encore – consider these conversation starters.

Consider using these tips when someone is:

- *talking about retiring from their job*
- *50+ and interested in doing something different*

ASK open-ended questions like:

- What are you thinking you might do next?
- If you could improve something in the world, what would it be?
- What appeals to you about that?
- What's one small step you could take to explore that further?
- What's in the way of taking that small step?

- What could you do to overcome that?
- Who do you know that is doing something that you admire?
- Are you familiar with the concept of Encore work—work at midlife that makes a difference?

Using the Coupon

The coupon participants at the Encore Summit received entitles you to complimentary coffee and is valid until November 30, 2011 so don't delay!
Note: this coupon was made possible by Michele Costello, Starbucks District Manager, and we thank her for helping us promote Encore conversations at Starbucks.

Tear off the coupon and redeem it at any of the 10 Starbucks locations listed below:

Starbucks locations at which this coupon is valid:

Waban	474 Woodward Street, Waban
Wellesley	68 A Central Street, Wellesley
Norwood	1000 Providence Highway, Norwood
Needham	910 Highland Avenue, Needham
Newton U.F	244 Needham Street, Newton
Newtonville	16-18 Austin Street, Newtonville
Newton L.F.	2322 Washington Street, Newton
Newton Ctr	1269 Centre Street, Newton Centre
Walpole	985 Route 1, Walpole
Union Sq	178 Linden Street, Wellesley

Next Step - Be Sure to Tell us What You Heard

PLEASE tell us what you talked about in your encore conversations by joining our [LinkedIn group](#) or emailing DWN at TalkEncore@discoveringwhatsnext.com .

SPREADING THE WORK IS VERY IMPORTANT.

Thank you!