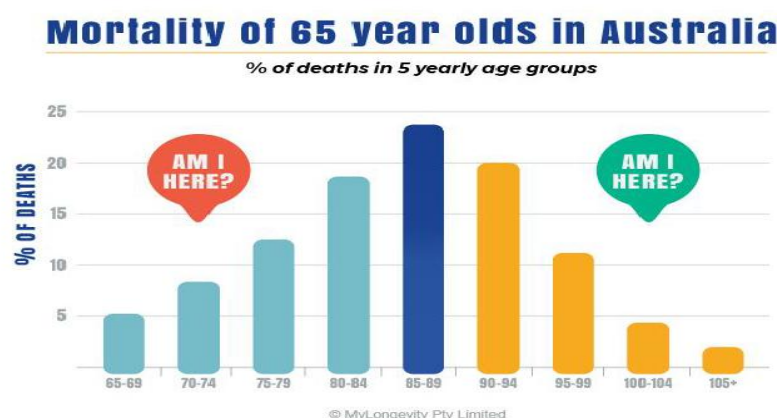


Why Knowledge Is Remarkably More Powerful Than Information

Knowledge is simply relevant information. Time is an increasingly precious resource. It's easy to get trapped into spending time going through stuff which can be interesting but not valuable. We set up your longevity planning library behind the Knowledge tab to add focus and purpose to your longevity journey. Why is this important?

We are different from each other and tend to become more so with increasing age. We need the right information to get on track to making the best of our future. This illustration – shows just how different we are at age 65.



You can see the range of possible lifespans of a person aged 65, which ranges from 1 day to 45 years!

The average lifespan at 65 lies in the blue column, but no one knows whether they are average or not. What can we do?

The SHAPE Analyser helps you focus on where you may be across this range for your sex, age and other attributes

Your longevity plan highlights your SHAPE Analyser answers that deserve a closer look. You are referred to articles that inform and support your action decisions.

But there's more

Most people find there are just a few key issues to address at the start of their Plan and focus on these. But there are over eighty articles under the six Knowledge tab categories. Why?

We know from the over 270,000 users of the Analyser that people value insights into a variety of issues, not just those which may be currently problematic (or an opportunity) for them. The range of articles reflects the rapid growth in understanding about the variety of personal issues involved for each of us throughout our longevity – the rest of our life.

Many of the articles refer you to further information that's likely to be of interest. The Knowledge tab is your encyclopaedia of longevity, where you can find valuable information on subjects as diverse as Pets and Loneliness – which come to think of it may be closer issues that might first be apparent!

A further bonus is that you can send this information to friends and family who may be interested.

Relevance leads to action

By providing you with knowledge - relevant information - your longevity plan equips you to act to make the best of your unique situation. It also provides the framework for making other decisions on your health, finances and estate planning with the support of your chosen professional advisers.

We are constantly updating the Knowledge library. If you identify a topic which you think requires more attention, please let us know.

It's a good idea to update your SHAPE Analyser results regularly - why not do one now?

Try your free upgraded
SHAPE Analyser now