

## Speaking Topics

Sherri Snelling

Corporate Gerontologist, Author and CEO of the Caregiving Club

### 1. [The Sandwich Generation Juggling Act – Balancing Children, Career and Caregiving](#)

More than 24 million Americans are “sandwiched” between caring for two generations: children still at home and older parents. This includes one in six employees who are caregiving for a loved one. Caregiving is now impacting three generations: Gen X-age members (42%), Millennials (25%) and baby boomers (33%) at work. What are the special challenges these Sandwich Generation caregivers face? How can caregivers achieve balance between work, family and self? How can the Sandwich Generation relieve the burden of twice the costs of care for loved ones? Sherri reviews the challenges, provides solutions and how to juggle all of life’s balls with some tips from her “Me Time Monday Method - 7 Ways and 7 Days to Caregiver Wellness.”

#### **What the audience will learn:**

- How to better prepare for the emotional and financial tolls of caring for two generations at the same time
- How to tap into outside resources in the workplace, communities and at home
- How to create a Care Corps - a personal caregiving team for help and support
- How to create a self-care plan to find balance for optimal wellness and healthy aging

[Offered in 30-minute and 60-minute sessions](#)

**Other webinars in this category:** [How to Beat Burnout and Find Balance \(for both family and professional caregiver audiences\)](#)

### 2. [Me Time Monday™-The Weekly Wellness Edit for a Wonderful Life](#)

Many Americans want to be healthier and happier but adopting a wellness plan that not only works but is sustainable is no small feat. And if you are a caring for younger or older loved ones, unfortunately you may have a caregiver Achilles heel - neglecting your own health and wellness. Being a good caregiver means balancing self-care while caregiving but how do you do this? Sherri has blended the best evidenced-based practices from leading psychological and behavioral health science to adopt healthier habits in just minutes over seven days in seven aspects of life: Physical, Environmental, Social, Intellectual, Financial, Emotional and Spiritual. She calls it Me Time Monday and it helps caregivers find the biopsychosocial (body, mind, soul) balance needed to live longer, healthier and happier.

#### **What the audience will learn:**

- Why the science of sleep, laughter, gratitude, mindfulness and more will help combat stress, burnout, anxiety, depression and build resiliency and ultimately happiness and health
- How using flow psychology and developing the behavioral science of easy, tiny habits to achieve goals is the key to success, self-empowerment and a sustainable wellness plan

[Offered in a 60-minute session as an overview of the 8-episode Me Time Monday Workshop, an in-person and online learning class to create a personalized wellness plan \(8-episode series can be presented in 30-minute and 60-minute sessions each\)](#)

### 3. The Next Frontier: Alzheimer's in America and the Brain Health Movement

More than 6 million Americans are currently living with dementia yet 50 percent of those with the disease are *undiagnosed*. One in three older Americans will develop Alzheimer's, a disease that will most impact our future and our families. Sherri, who was honored as the #4 Most Influential Person Online about Alzheimer's disease (AD) by Sharecare, the health expert site created by Dr. Oz, and who has served as an advisor to the Alzheimer's Association and UsAgainstAlzheimer's organizations, reviews the diagnosis of Alzheimer's disease for the whole family and the nation. She explains "the long good-bye" and how families can plan for a caregiving journey that may last 10-20 years. Sherri also talks about the latest trend in wellness: brain health for all ages.

#### What the audience will learn:

- The difference between dementia and Alzheimer's and the three stages of the disease progression
- A virtual tour of the brain and neuroscience to understand how the disease affects not just memory but personality and behavioral changes and how to manage those changes as a caregiver
- Early warning signs of Alzheimer's and scientifically supported brain health initiatives for ages 20-50

Offered in 30-minute and 60-minute formats

Other webinars offered in this category: [CARE Conversations for Families Dealing with Dementia, Heart + Brain Health Connection, What to Know About Choosing A Memory Care Community, Home Design for Dementia](#)

### 4. Caregiving Tech 2.0

A wealth of technology products and services available to help caregivers care for aging loved ones: GPS and AI-based products, medication safety gadgets and Voice First, medical and caregiver coordination apps, robotic solutions and virtual reality (VR) are all helping family members keep loved ones safe, help them avoid senior isolation and create more empathy and understanding for aging issues that result in how to best provide care. Sherri takes the audience on a Tech Tour of these products, apps and gadgets and more importantly, where to find them, buy them, learn how to use them and what they will cost. With a background in technology and gerontology, Sherri updates this talk before each presentation to ensure she shares the latest news and advancements in aging and health tech.

#### What the audience will learn:

- How to help older adults become digital adopters with the latest tech advancements - classes where they can learn
- How to make the home safer and support more social engagement for older loved ones who are less mobile
- How technology can help solve a lot of caregiver concerns from cognitive fitness apps to enhanced driving performance, to medication reminders and monitoring for fall prevention

Offered in a 60-minute session

Other webinars in this category: [Shopping Resources for Caregivers](#)

## 5. There's No Place Like Home - The Virtual Well Home Design Makeover Tour

Think HGTV - where the "Property Brothers," "Fixer Upper," and "Home Town" end, we pick it up 25+ years later to help older adults live in their home into their 70s, 80s and 90s. Studies show 89 percent of older Americans want to stay living in their homes as independently and as long as possible, yet, 1 in 3 Americans live in "Peter Pan" homes built for those who will never grow older. As a caregiver of an older loved one, you worry about the risk of falls in the home, problems with senior isolation and overall safety. Sherri takes you on a room-by-room virtual tour of what should change in both the house and entry and outdoor areas using universal design and CAPS (certified aging in place) planning guides as well as environmental design based on neuroscience. Included are trends in multi-generational living (ADUs) and dementia home design. Sherri provides wellness living tips into all homes focusing on biophilic design, decluttering, chromootherapy and more. This talk will cover true forever home design that makes us all happier and healthier.

### What the audience will learn:

- How to adopt a Lifetime Home Maintenance Plan for modifications to be done every 5 years after age 50
- The latest trends in paints and lighting (color psychology for seniors), kitchen and bath appliances and assistive design, bedroom sanctuaries, smart home technology for safety and biophilic, reminiscence therapy design
- How to keep an older loved one's home "clean and green" with biophilic design

Offered in a 60-minute session

## 6. Financial Gerontology - Health and Wealth Risks and Rewards

Most Americans only plan for the first two-thirds of life: college or starting a career, creating families (homebuying and college for the kids) and ultimately retirement. Yet, after 65, life's unexpected curveballs can make the last third of life financially challenging for both seniors and their younger family caregivers. Long-term care costs are relatively unknown to most Americans until you reach 65. In fact, only 1/3 of baby boomers have any retirement savings - then reality hits that you could live to be 100 but will your savings even let you? This discussion of financial wellness throughout life includes better preparing for caregiving of older generations and knowing more about Medicare/Medicaid, Social Security, costs of nursing homes, assisted living, home care and more. Sherri will show you how to create a Social Support Portfolio to help build a stronger financial wellness plan so you and your loved one can live longer and happier.

### What the audience will learn:

- Review of the typical costs of caregiving and long-term care
- Understanding four areas of retirement financial planning: Medicare (what is covered and what is *not*), Social Security, pensions or 401K/IRAs and other personal savings, encore career employment
- How to avoid having the cost of long-term care become a wallet drain for caregivers by planning ahead as a family

Offered in a 60-minute session. Content can be adapted to the audience: caregivers, seniors, financial planners and wealth managers

Other webinars in this category: [A 12-Month Plan on How to Prepare to Care, The Legal and Financial Long-Term Care Decisions Every Caregiver Should Know](#)

## 7. How to Have the C-A-R-E Conversation - Family Communication

One of the most difficult tasks as a family caregiver is how to start the conversation with an older loved one about their future care. Where and how do you begin? When do you have this conversation? How do you find out about their future care plans and end-of-life wishes? What questions should you ask? How do you start the conversation about driving retirement or moving to assisted living? How do you have long term care conversations with your family, kids, siblings, friends and boss and what to expect from them? And how do you have “the talk” so you are empathetic to your older loved one and solving the challenges you both face? Sherri takes caregivers through her tips, techniques and checklists called the C-A-R-E Conversations.

### What the audience will learn:

- Communication techniques on how to approach delicate conversations but achieve answers and results
- How to use emotional intelligence in difficult situations
- How to understand personalities and family dynamics - sibling issues or blended families conflict

Offered in 30-minute and 60-minute sessions

Other webinars in this category: [CARE Conversations for Families Dealing with Dementia](#)

## 8. How to Avoid the Goldilocks Syndrome: Choosing A Senior Living Option That Is Just Right

Today, there are numerous options in your loved one’s long-term care. What are the pros and cons of In-home care versus an alternative living community including assisted living or nursing homes? Taken from one of the most popular chapters of her best-selling caregiving book, Sherri helps caregivers avoid “The Goldilocks Syndrome” - trying out several living options that puts a strain on you and your loved one having to move every couple of years or go through a series of in-home care workers.

### What the audience will learn:

- How to find reliable, good in-home care and avoid gray market services
- The nine different categories of senior living options, trends in senior living and which one is best for your loved one
- The questions to ask of senior living administrators and staff and visitation tips to make informed decisions
- The costs of the various senior living options (Eden Alternative, Green House Project, CCRCs) and how to “test drive” a community with a respite stay

Offered in a 60-minute session

## 9. The 3 Gears of Senior Driving – From the Driver’s Seat to Passenger Seat

One of the toughest conversations caregivers face with an aging parent is when it’s time for driving retirement. Our cars represent independence, freedom and control - giving that up is something most seniors do not want to do. Older adults have a drive to thrive and their car is a key to achieving that goal. Sherri will take you through the three gears of senior driving and the decisions around “giving up the keys”: 1. Driving Assessment & Adjustment, 2. Driving Retirement, 3. Alternative Transportation for Staying Mobile and Social.

### What the audience will learn:

- How to use a 3-step approach to senior driving decisions
- How to approach the conversation using psychological tips for empathy and tools for ongoing senior independence
- How maintaining social engagement is more important than how you get there using lifestyle transportation

Offered in 30-minute and 60-minute sessions

Other webinars in this category: [Driving Decisions for Those with Dementia](#)

## 10. The Parent Trap – The Caregiving Guilt Trip and Going from Grief to Gratitude

Caregiving affects one in five Americans at any given time and can bring with it emotions of grief and guilt. Sherri provides psychological insights into the science behind why we feel guilt, how gratitude can improve our health and wellness score (using the Gratitude Questionnaire – GQ-6 Scale) and how to manage the 5 Stages of Grief to get to the newly identified 6<sup>th</sup> Stage: Meaning.

**What the audience will learn:**

- Evidence-based solutions on going from guilt and grief to gratitude
- How to build resiliency and achieve the five pillars of post-traumatic growth (PTG)
- How our emotional intelligence is tied to our physical and mental health and tips on mental wellness techniques
- Life after caregiving – how to pay it forward

**Offered in 30-minute and 60-minute sessions**

**Other webinars in this category:** [Emergency Planning for an Older Loved One, Long Distance and Rural Caregiving, Caregiving in the Time of COVID](#)

## 11. Home for the Holidays: Caregiving Long-Distance

More than 7-8 million caregivers are caring for a loved one long-distance. Caring from a distance means you have blinkers on - often we miss the daily warning signs that mom or dad needs more care because everyone is in celebration mode for a few days. This can cause undue anxiety, guilt and concern for your loved one but most caregivers wait until a crisis happens to act. Since the holidays are a time when families typically get together – what are the signposts your parent may need more help or is struggling with physical or emotional issues? Sherri takes you through a long-distance care plan to avoid the emergencies families face.

**What the audience will learn:**

- The 10 warning signs long-distance caregivers need to know
- How to create local help and support for your loved one when you cannot be there
- How to have the conversation with a loved one about more help in the home

**Offered in 30-minute and 60-minute sessions**

**Other webinars in this category:** [Emergency Planning for an Older Loved One, Caregiving in the Time of COVID, How to Manage Grief and Guilt as a Caregiver](#)

## 12. Caregiving Across the Life Course – America’s Changing Workplace

There is a shift happening in the nation’s workplace: caregiving is impacting almost all ages of workers ranging from traditional child care support to elder care support. One in six employees are juggling work, family life and caring for a loved one – whether an older parent, ill spouse, special needs child or both generations at the same time. The evolution in support and benefits for our U.S. workforce is merging caregiving support, financial planning insights and wellness benefits. What are the latest reports and studies showing what caregivers need from employers? Sherri takes employees through caregiving resources that can help recruitment and retention of valued workers, improve on the job productivity, enhance wellness and health and what employees should expect from a caring culture work environment.

**What the audience will learn:**

- Trends in the workplace for caregiver support and wellness benefits
- How to help your employer create a Social Contract around Care Culture
- How caregiving fits into the new Capabilities-Building workplace model

**Offered in a 60-minute session. This session can also be adapted for HR department audiences.**

### 13. Post-COVID Caregiving

The global pandemic of 2020 continues to offer challenges to family caregivers of older loved ones. Continued anxiety and concerns brought on by the social distancing from older loved ones in assisted living and nursing homes, decisions about home care and senior isolation and loneliness, and the emotional health impact for burned out caregivers are covered in this session. Sherri uses positivity psychology models to discuss: how to reduce stress and build resiliency, how to make smart tech choices to bridge the social distance gap and keep older loved ones engaged, how to navigate the 6 stages of grief, how COVID affects brain health and how to use affective forecasting techniques for future happiness.

#### **What the audience will learn:**

- The ongoing impact of the COVID pandemic on family caregivers
- How to use techniques in meditation, emotional intelligence and post traumatic growth (PTG) to build resiliency
- How to find "flow" and calm in the chaos of disaster-type events
- How to find the 6<sup>th</sup> stage of grief: Meaning

[Offered in 30-minute and 60-minute sessions](#)

**Other webinars in this category:** [Emergency Planning for an Older Loved One, Long Distance and Rural Caregiving, How to Manage Grief and Guilt as a Caregiver, What to Know About Palliative and Hospice Care, How to Navigate Care Transitions](#)

## Educational Workshops

In addition to the above Caregiver Wellness Series of educational topics, Sherri Snelling conducts training workshops and speaks to the following groups on these additional subjects:

### Employer Wellness Series (for employer HR departments)

- Meet Gen C - How to Support Generation Caregiver in the Workplace and Avoid Ageism
- The Employer Readiness Plan for Alzheimer's in America and at Work
- How to Create a Care Culture and New Social Contract for Caregiving Employees at Work (based on Sherri's certification from MIT in the course "Shaping the Jobs and Workplaces of the Future")

### Financial Gerontology Wellness Series (for financial and wealth advisors)

- Meet Gen C: Understanding the Financial Wellness Needs of Generation Caregiver
- Your Client's Longevity Bonus Years - How to Use Psychological Theories for Affective Forecasting
- How to Build Your Client's Financial, Social Support and Happiness Portfolios

### Longevity Wellness Series (geared to an age 50+ audience)

- Longevity Mindshift: Using the Theories of Flow and Positivity to Master Happiness
- Design for Life Home Maintenance Plan - How to Make Homes Safe for a Lifetime (a room-by-room virtual makeover tour)
- Me Time Monday and 7 Elements of Wellness - The Alchemy of Aging Well

### Student Lectures - Reframing Aging

As a certified AARP "Disrupt Aging" classroom lecturer as well as certification in the "Reframing Aging" training from the Frameworks Institute, Sherri Snelling speaks to high school and college students about how to understand longevity, why 80 is the new 60 and 100 is the new 80 (50% of 10-year-olds will live to 104) and how to embrace living longer and strengthening intergenerational relationships.

Learn more about Caregiving Club's workshops, online learning courses and webinars at:

[CaregivingClub.com](https://www.caregivingclub.com)





Corporate Gerontologist  
CEO/Founder - Caregiving Club  
Authorpreneur  
Expertise: Caregiver Wellness, BrainHealth, Well Home Design

#### Online Educator

Since 2013 for employer channel reaching 61,000 employers in the U.S.  
Guest Lecturer at Georgetown University, Santa Clara University, Yale University

#### Books

A Cast of Caregivers - Celebrity Stories to Help You Prepare to Care (2013)  
Me Time Monday - The Weekly Wellness Edit for a Wonderful Life (2022)  
The Snug Home: A Family Caregiver Guide to Well Home Design (2023)

#### Media

Podcast Host: "Caregiving Club On Air"  
Writer: PBS Next Avenue, Forbes.com, Thrive Global, USA Today  
TV Commentator and Executive Producer: "Handle With Care" unscripted TV pilot for RLTV; "Aging in America" news segments for Newsmax TV; AARP Broadcast  
Webinar Series on Family Caregiving

#### Advisory Roles

White House Middle Class Task Force on the Sandwich Generation (2010)  
Center for Disease Control & Prevention Family Caregiver Health Group (2006)  
Center for Medicare and Medicaid Services - Family Caregiver Group (2005 - 2010)  
Alzheimer's Association advisor and board member (2018-2020)  
National Institute on Aging - SBIR grant reviewer (2021)  
Georgetown University - Health & Aging Program Advisor (2022 - present)

#### Education

USC Leonard Davis School of Gerontology - MAG (master of arts in gerontology)  
MIT Sloan School of Management - Aging Workforce master's

To have Sherri Snelling speak at your event, contact:

American Program Bureau

<http://www.apbspeakers.com/speaker/sherri-snelling>

617-614-1600

Or

Contact:

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