

The 20-30-20 Lifestyle Formula

What is the 20-30-20 lifestyle formula? It's a formula by which corporate executives lead their business lives in the 21st century.

Generalising, a corporate executive spends the first 20 years of his or her life being educated. Next comes a span of 30 years working in various organisations in the corporate sector.

Then what happens? 95% of executives will hit a plateau beyond which they simply will not advance. They will tread water; they will drift backwards or they will be declared redundant or summarily terminated.

Not an appealing prospect for the loyal and dedicated corporate employee, is it?

But, according to Bill Pitkeathley, it simply does not have to be like that.

Companies need not be secretive. They should be honest and upfront about the realities of 20-30-20 formula. They should plan positively for the days when their plateaued people will move on and, importantly, set up a pension and AVC structure specifically to support that plan. Above all companies should communicate the plan clearly and unapologetically and in ample time – years not months in advance – to allow their executives to develop the skills, attitudes and ideas to enable them to move smoothly and with optimism to the next stage in their lives.

And what about today's 'plateaued' executive? He or she will find some thoughts here that might prove a source of inspiration to approach this 'second 20' spell with relish and confidence.