



The UK's first Longevity Coaching
Certificate

Refirement Longevity Coaching Certificate

2026 Prospectus

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1. Introduction

Welcome to the Future of Coaching

Longer lives are transforming how we work, age, contribute and reinvent ourselves. People in their 40s, 50s, 60s and beyond are no longer winding down — they're powering up.

They are:

- Launching new careers
- Building purpose-driven businesses
- Reimagining health, identity and contribution
- Seeking deeper meaning and personal transformation

This shift demands a new kind of coach with specialist knowledge, tools and insight.

The Refirement Longevity Coaching Certificate™ is the first UK programme designed specifically to equip experienced coaches to guide clients through the unique transitions of midlife and later-life.

This is not simply another coaching qualification.

It is a pioneering professional pathway created for a new era; the Longevity Era.

2. About Refirement CIC

Refirement is a UK-based Community Interest Company championing later-life reinvention, purposeful ageing and the economic potential of women 45+. Our mission is to reshape outdated narratives around ageing and equip professionals to support the emerging Longevity Economy with confidence and credibility.

This certificate brings together the expertise of:

- Academics
- Master Coaches
- Wellbeing & Longevity Specialists
- Behavioural Psychologists
- Experts in midlife transition and identity development

Together, we have created a programme that is research-informed, practical, transformational and deeply human.

3. What Is Longevity Coaching?

Longevity Coaching is an advanced modality designed to support clients navigating the identity, health, purpose and lifestyle changes that occur from midlife onwards.

It sits at the intersection of:

- Behavioural psychology
- Longevity & healthspan science
- Coaching for identity & purpose
- Lifestyle transformation
- Extended working life & reinvention
- Later-life vitality, resilience & wellbeing

Longevity Coaching recognises that life after 45 is not a decline, it is an opportunity-rich stage of reinvention. Coaches trained in this discipline are uniquely placed to help clients thrive, not just cope.

4. Why This Qualification Matters

A first-of-its-kind programme in the UK

As demand for later-life reinvention grows, qualified Longevity Coaches will play a vital role in shaping the future of work, wellbeing and community.

Supporting the Longevity Economy

The global Longevity Economy is expanding rapidly, with increasing focus on:

- Healthspan
- Purposeful ageing
- Later-life careers
- Reinvented retirement
- Intergenerational contribution
- Wellbeing for longer working lives

This qualification positions coaches at the forefront of this economic and societal shift.

5. Who This Certificate Is For

This programme is ideal for experienced coaches already working in or moving into:

- Health & Wellbeing Coaching
- Menopause Coaching
- Life & Transformation Coaching
- Executive Coaching
- Mindset & Lifestyle Coaching
- Personal Development and Holistic Practices
- Anyone supporting clients 40+ through transitions

You should already have coaching experience and want to expand your practice with an evidence-informed, future-facing specialism.

6. What You Will Learn

The programme combines structured teaching, practical tools, reflective practice and live sessions.

Core Learning Areas

1. The Science of Longevity

- Healthspan vs lifespan
- Physical, cognitive and emotional trajectories
- Preventative wellbeing models
- Ageing myths vs evidence

2. Identity & Purpose in Later Life

- The psychology of midlife transition
- Navigating loss, change and reinvention
- Future self and identity renewal frameworks
- Purpose discovery for the next life stage

3. Reinvention Coaching Tools

- The Longevity Wheel of Life

- The Refirement Reinvention Pathway
- Meaning-making, values work & narrative coaching
- Confidence, agency and decision-making tools

4. Lifestyle Transformation & Vitality

- Movement, nutrition, stress and recovery
- Building resilience & personal discipline
- Creating sustainable wellbeing habits

5. Coaching Conversations for Later-Life Complexity

- Working with resistance and fear of change
- Behaviour change models
- Emotional regulation and confidence building
- Navigating limiting narratives about ageing

6. The Longevity Economy & Opportunity Mapping

- Later-life entrepreneurship
- Extended working lives
- Career redesign
- Community, contribution & belonging

7. What You Will Be Able to Do

By the end of the programme, you will be able to:

- Deliver specialist Longevity Coaching confidently
- Support clients through midlife and later-life reinvention
- Apply evidence-based tools to identity, health and lifestyle transitions
- Coach clients around purpose, vitality and extended working life
- Recognise psychological barriers to later-life change
- Facilitate deeper, more meaningful transformation
- Position yourself as a specialist in an emerging and in-demand field

This qualification becomes a powerful new income stream and a professional differentiator.

8. Programme Structure

Duration: 3 months

Format: Online, live sessions + self-study, peer discussion groups, assessments

Includes:

- Live masterclasses with experts
- Practical application workbooks
- Coaching demonstrations
- Peer discussion groups
- Reflection exercises
- Assessment session
- Final certification

The inaugural cohort is an intimate, high-touch programme with only 10 places.

9. Assessment & Certification

Assessment is designed to be supportive, developmental and reflective, not academic.

It includes:

- A practical coaching demonstration
- A reflective portfolio
- A short knowledge review
- Completion of all learning modules

Successful participants receive the Retirement Longevity Coaching Certificate™ and digital badge.

10. Investment

One-off founder price for January 2026 cohort:

£1,500

(Full price from 2026 onwards: £3,200)

Payment plan available.

Only 10 places available to ensure high-quality learning.

11. How to Apply

Applicants will be asked to provide:

- Full Name
- Business Name
- Business Address
- Email
- Telephone
- Coaching Experience (years + areas)
- Specialisms or current client focus
- A short paragraph on why you wish to train as a Longevity Coach

Applications are reviewed to ensure the cohort is a strong professional fit. Successful applicants will receive an offer and enrolment details.

12. Next Steps

If you're ready to help shape the future of later-life transformation and stand out as a specialist in a rapidly growing field:

- Register your interest
- Request a call
- Download the application pack

Become one of the first Longevity Coaches in the UK and part of a movement that is redefining what it means to live, work and thrive at every age.