

ABOUT

Welcome to the only global platform for Grandudes.

Are you ready to change your life and start living to the fullest? This is just the beginning, not the end...

A Grandude is technically of age to have grandchildren – we’re talking over 50s – but whether or not he does, he defies the stereotype in the way he lives, views the world and, most importantly, himself. It’s time to enjoy being the person you have become.

He embraces the opportunities and riches of this time of life, what we call ‘Golden Years’ where experience and maturity marry with a spirit of openness and curiosity.

He is respected and included.

His opinion is valued, and his enthusiasm is unwavering.

He is the leader of the pack and others follow in his tracks.

If you are a Grandude or aspire to be one; if you intend to enjoy the rest of your life to the fullest and leave a meaningful legacy, my friend, this is where you will find your like-minded tribe of men who have seen most of it and been around the block.

There is a global movement of this new generation of granddads who are still young in mind and body although not as youthful as they once felt. Maybe a little grey around the edges, but everyone loves a silver fox.

They still want to travel, meet new people, keep in shape, laugh and enjoy everything the world has to offer - in fact now more than ever, with the benefit of hindsight and the appreciation of the value of time, relationships and experiences, over things.

Grandudes have a lust for life, they want to look good and go out and be sociable with people they love. They want to be close to their family and emotionally connected to those they care about. We really mean it, using everything you’ve built, seen, and felt in your life so far, these could be your best years.

LEGACY

A legacy is to be lived not just to be left – dare to live fully

We all want to leave our mark on this world—to know that our life truly mattered.

“Carve your name on hearts, not tombstones. A legacy is etched into the minds of others and the stories they share about you.” —*Shannon Alder*

But what does it mean to leave a legacy? It means putting a stamp on the future and contributing to future generations, your children, and your children’s children.

But more than this, most people consider their legacy to be the assets that are distributed after the reading of their last will and testament. But leaving a legacy after death entails more than just leaving a loved one money or property. Money has a limited shelf life. And as we pass it down from one generation to the next, property, even that which has sentimental value, may lose significance with time.

A legacy isn't only about leaving behind what you earned. More than anything else, establishing a legacy depends on the lessons you learnt throughout your life. Your personal history is your legacy. Your life experiences cannot in any way, shape, or form be duplicated. However, they can be preserved for future generations to use in shaping their own perspectives and understanding of the world.

Deciding what your legacy will be can help you with all the following:

- Once you know what you want your legacy to be, you can start building it.
- You can start living in the way you want to be remembered.
- It will allow you to start doing what matters, now.
- Knowing what you want your legacy to be will allow you to make better use of your time and other resources.
- It will positively influence your day-to-day decisions.
- Gaining clarity on what you want your legacy to be can give your life meaning and purpose.
- It will allow the legacy you're building to determine how you show up in the world each day.
- You will live your life as if you matter.

As you get older, leaving a legacy may become increasingly important. It's comforting to know that a part of you will remain after you've moved on. Ultimately, the best way to leave a legacy is by being a loving, giving spirit while you're alive.

EXPERIENCES

You think you've seen it all? You're just getting started...

It's time to get out and enjoy what life has to offer. It's time to see the world.

While routines serve their purpose, ruts do not. Get out of your rut by literally getting out and exploring new places. You might find a new sense of purpose through travel and encounters with diverse cultures and people.

You might discover a new purpose every day when you travel to various distant countries and interact with various new individuals. You can decide to sample different delicacies, pick up a new language, live abroad for a month, and get to know the people's music and culture.

We're not advising you to embark on an Eat, Pray, Love expedition abroad. Going somewhere you've never gone is a good place to start. You can never be sure where your purpose might be. You can experience fresh situations, people, and ideas by changing your surroundings.

Millions of travellers of all ages are hitting the road every year – and even the Rolling Stones, who are all in their 60s and 70s, are still playing shows around the world. This just goes to show that

travel is open to all ages, and as you get older it can actually become more rewarding. In fact, like a fine wine, we think travelling gets better with age...

Great experiences make for a much healthier and happier life. It's time to make the most out of every day. Do what you want. See what you want.

It's no longer about conquering the world; it's about embracing it. Let's start living the dream.

TOOLKIT

Even though we are living longer and healthier lives than ever before, we still have an antiquated perspective on ageing and life after 50 that is no longer helpful. So that you can make decisions regarding life after 50, stay up to date here on all the most recent news that concerns you.

We provide you with resources that are aimed at removing age as a barrier to ambition and happiness to make sure you have all the skills necessary to design a life you enjoy. We address your challenges, acknowledge your goals, and understand your demands.

From finances to grief and death, some things in life are inevitable, yet we don't like to deal with them or even think of them sometimes – we will meet them head-on with you. We're all in the same boat, just some of us are further downstream.

Then we have resources for all the things to celebrate and look forward to in your golden years, such as personal growth courses, so you can do that thing you always wanted to or be a granddude to a grandbaby of your own!

Here's your toolkit of valuable resources and advice to help you maintain a happy, healthy life and live it to the fullest, on your terms.

TOOLKIT SECTIONS

Health

Men over the age of 50 can be just as active, healthy, and fit as younger men. Even while it might require a little more work, maintaining a healthy weight, exercising frequently, and going in for regular checkups can keep you going.

All men want to live a little longer, right? Most importantly, all men want to look and feel physically healthy in their own bodies. Fortunately, there are steps you can do to look after your health regardless of the age milestone you've hit, such as finding a strategy to boost your motivation or giving up a bad habit you've been trying to kick for a while. Your health should be your top priority.

Granddudes, let's get this show on the road and help to keep you younger and full of vigour. It's time to show everyone, and yourself, that you've still got it, and age is just a number.

EDUCATION

Cultivate curiosity...

What interests you that you'd like to know more about? What skills do you lack that you wish you could develop? It's never too late to learn something new! Educate yourself by reading a book, signing up for a class, attending a workshop, or searching online. Learning more about your interests and developing new skills can help point you toward your purpose.

CHILD-REARING

Granddudes, don't worry, you still got this... even more than the first time round.

You have all the pleasure and none of the anxiety you had last time. So don't sweat it. Once the baby arrives, you'll feel more than happy with your newfound role in life. It will be a youthful, unbridled joy.

Soothing a baby is like riding a bike. You have to spend years honing your parenting skills in order to distinguish between a child's cry of "I need to go to the hospital" and one of "I'm faking it to get my sister in trouble," and you still have that ability.

You can also rock a baby to sleep like a pro. How should a newborn be bathed? And feed it? Change a diaper? And stop it from sobbing? What is amazing is how much you can recall without using a textbook, and how recently it seems you were carrying out all these duties for your own kids.

And if you need to brush up on these skills (it's been a while right?) – then we have you covered here.

FINANCE

Preparing for the future isn't preparing for the end... it's just being smart.

We know you've been around the block, we're not here to spoon-feed you and tell you how and where to spend your money. We're just here to offer advice on how to manage it as best you can to facilitate living the life you love.

You came, you saw, you conquered. You've made your empire. Now enjoy it. This toolkit covers info on budgeting tips, banking, and how to find and apply for benefits.

GRIEF AND LOSS

Losing someone you love happens to all of us... our door is always open.

You might feel like you've lost your life partner or best friend. You might feel like you can't cope with the loss. We're here to tell you there is life after loss, and your loved one would like nothing more than to see you live it. You might have lost someone you love, but that doesn't mean you should lose your purpose. It's important to stay connected.

Life-changing events can happen at any age. Everyone grieves differently, but one thing's for certain, we all grieve sooner or later. We hope we can help you through the tough times. We hope we can shine a light on the path to improved wellbeing.

“It’s better to have loved and lost than never to have loved at all.”

PASSING ON

Facing it head-on... thinking about the end can spark your new beginning.

It’s time to deal with the elephant in the world. It’s as sure in life as taxes. We can help you deal with the end with dignity and style, and help you get the most out of your life before your time comes, as it does for all of us. Forget about an existential crisis. Let’s go out like an endless fireball, not a waning candle.

Death is a natural part of life and an inevitable outcome of ageing, but that doesn't mean it won't have a profound impact on you. No matter how old they get or how frequently they encounter the loss of a loved one, some people find it difficult to deal with the dying process. And that too is only natural.

However you feel about it, we’re here to help you face it together.