

HALFTIME<sup>®</sup> INSTITUTE at  
PEPPERDINE UNIVERSITY  
Graziadio School of Business and Management  
Malibu, CA | October 29-31, 2014

**Changing Your Game Plan from Success to Significance: The Graziadio School Introduces the Certificate in Second Half Significance**

**Program Launch Workshop**

October 29 – 31, 2014

**Location**

Villa Graziadio Executive Center  
Pepperdine University  
24255 Pacific Coast Highway  
Malibu, CA 90263

Visit the [Halftime Institute website](#) for program inquiries

Pepperdine University's Graziadio School of Business and Management, in collaboration with the Halftime Institute, announced today it will offer a new [Certificate in Second Half Significance](#) beginning in fall 2014. Based on Bob Buford's best-selling book about how to find meaning and fulfillment in the second half of life (*Halftime*, 1994) and leadership insight from the Graziadio School of Business and Management, the program is designed to help high-capacity leaders move from success to significance by living a life with greater joy and impact.

Through a proven process of teaching, exceptional executive coaching, a cohort of peers and the ability to connect with marketplace and nonprofit leaders, the Certificate in Second Half Significance will offer executives, entrepreneurs and professionals the opportunity to discover a second half filled with purpose and to engage in issues they care deeply about. The program includes one year of executive coaching, monthly cohort calls, a three-day launch workshop and access to Halftime Talent Solutions' executive search expertise.

"I know Bob Buford and I've known of his work for many years. I have the highest regard for his desire to help men and women achieve a meaning-filled second season in their life," said Pepperdine University President Andrew K. Benton. "Those who take part in this certification will embark on a transformative process that can impact them years to come. I am grateful to Bob for his passion and his example."

Upon successful completion of the program, students will be awarded a Certificate in Second Half Significance from Pepperdine University's Graziadio School of Business and Management and the [Halftime Institute](#).

“When I first heard George Pepperdine's story and his second half journey that led to the founding of this great university, I was inspired. When I met with President Benton and his team to discuss partnering, I was intrigued. And when I realized each of our organization's missions and hearts were aligned, I became excited,” said Bob Buford, founder, Halftime Institute. “Since the partnership was finalized, my enthusiasm has continued to grow with confidence that this will allow us to serve more marketplace leaders who desire a transition from success to significance, just as George himself did.”

When Gary Veurink retired in 2007 as a senior corporate vice president of manufacturing and engineering from Dow Chemical after 35 years, he wondered what was next. He chose to take part in the Halftime Institute to aid in directing his journey.

“It became clear to me that my second half mission was to use the experiences and leadership gifting that God had given me and that had been really developed at Dow to use that in some large mission effort globally in the Kingdom as the second half,” Veurink said. He now serves as COO of International Justice Mission, using the experience from his first half to guide in his second.

### **Those who take part will explore:**

**Peer collaboration** – Students join a small group of marketplace leaders. In stimulating group sessions, professionals will work together to discover new and creative ways to have a second half of significance based on their experience and unique gifts.

**A Head and Heart Approach** – Drawing on tried and true concepts, key influencers and decades of study and best practices, students will listen and learn, reflect and renew, and begin to design a roadmap of personal next steps

**One-on-one executive coaching** – During the year-long program, in addition to regular team discussions, students work closely with a certified [Halftime Institute coach](#)

**Halftime Talent Solutions** – As students identify their skills and interests, Halftime Talent Solutions will introduce them to key industry leaders and organizations in the marketplace to help them reach their objectives

**Private Meetings and Special Events** – Students are also invited to exclusive special events sponsored by Pepperdine's Graziadio School of Business and Management and the Halftime Institute, featuring leading thinkers and authors such as Jim Collins, Bob Buford, and Ken and Margie Blanchard