

SOCIETY OF CERTIFIED SENIOR ADVISORS

NUMBER 103 / VOL. 2, 2026

CSA Journal

Living Well: A Field Guide for the Third Third

BY CAMBRIA JACOBS, GUEST EDITOR





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I DIDN'T COME TO THIS WORK THROUGH THEORY.

I came to it by living it.

I've spent my career in startups and high-growth companies across health, wellness, and AgeTech—helping build markets, partnerships, and products. Today, as CEO of Collaboration in Aging, and through AgeTech CO and Longevity Global Colorado, I focus on building ecosystems and the rooms where ideas turn into action.

But that's not what made this work real.

That came through family.

I have seven aging parents and stepparents—each on their own path. Some are thriving. Others are navigating complexity. And last year, we lost one.

So I've seen both sides—sometimes in the same week.

The beauty and the weight.
The strength and the strain.

What strikes me most isn't just the emotion.

It is how hard it's been to navigate.

Even when you understand the system.
Even when you know what exists.
Even when you're "in the industry."

That is the shift.

Because when I experienced what it actually felt like to support someone through aging, I saw it clearly:

Fragmentation.

Lack of coordination.

Innovation missing the moments that matter most.

And the quiet expectation that families—often daughters—figure it out.

Become the glue.

The translator.

The advocate.

I can't unsee it.

How can we design seamless, intuitive experiences across modern life—and accept lower expectations for the third third?

That complexity is normal.

That friction is expected.

That hospitality is optional.

No.

This edition is rooted in that refusal.



**THIS IS NOT ABOUT AGING.
IT'S ABOUT LIVING.**

Aging isn't a category to manage.
It's a life to be lived.

It shows up in everyday moments:
Unexpected conversations.
Decisions you don't feel ready for.
The balance between independence, safety, dignity,
and desire.

That's how this edition is designed.

Not by industry.
Not by silo.
But by life:

How we live.
How we plan.
How we support.
How we adapt.

This is not a set of answers.
It's a connected view of what it takes to live well
in the third third.

**A COLLECTIVE EFFORT—
BUILT WITH INTENTION**

This edition exists because of its contributors.

Entrepreneurs, operators, scholars, builders,
journalists—different lenses, shared belief: we can
do better.

What stands out isn't just expertise.
It is humility.

Across their work:
Belonging over burden.
Meeting people where they are.
Dignity, autonomy, identity.
Innovation that fits real life.

We've created perspectives and roundups
to connect ideas and move from insight to
application.

I'm grateful—not just for what is shared here,
but how the authors have shown up.

**TO THE CERTIFIED SENIOR
ADVISORS READING THIS**

You are essential.

Not because you have all the answers—
but because you help people navigate the
questions.

You sit at the intersection of complexity and care.
You translate systems into human decisions.
You help families move forward when it matters
most.

You are connectors.
Guides.
Stabilizers in motion.

This edition has been built with you in mind.



A CALL TO ACTION: THIS IS EVERYONE'S WORK

This is not a niche.

This is everyone's work.

Every sector shapes aging—housing, finance, technology, retail, hospitality, healthcare.

People living longer are not a burden.

They are a powerful force—experienced, discerning, and deserving of thoughtful design.

The best companies don't design for people. They design with them.

They listen.

Observe.

Build alongside.

In aging, we often default to assumptions—or expect people to adapt.

If we want better outcomes, we have to change that.

Design with, not for.

Start with lived experience.

Build systems that reflect real lives.

Because when we do—

things don't just work better.

They feel better.

A FINAL REFLECTION—AND AN INVITATION

I am one perspective—but I carry many lenses: personal, professional, systemic.

Together, they've given me the responsibility—and privilege—to connect people, ideas, and action.

I see this work as stewardship.

Of people I love.

Of leaders I respect.

Of a future we are all moving toward.

Because if we are lucky—
we all get to live the third third.

I look forward to continuing this conversation at the CSA National Conference in Westminster, Colorado this August—where these ideas move into action.

We are all in this—just at different moments along the way.

Let's build it better—together. •CSA



A large, stylized signature of the woman in the portrait photo, written in black ink.