



Kay A. Van Norman

As President of Brilliant Aging, Kay's business is *lifelong vitality*! Her unique speaking style blends research, story, and humor to both inform and inspire audiences to embrace *well-being* regardless of *age or challenges*.

Kay started out teaching dance and co-directing the Montana State University Dance Company. She then directed MSU's Young at Heart exercise program for older adults and was hooked! Finding her passion she dove into the world of healthy aging - starting Brilliant Aging, and creating award winning wellness products and scores of **publications** including books, chapters, and journal articles on aging well.

Whether consulting or speaking, Kay is known for her innovative approach to activating lifelong vitality - one that links research with practical strategies from multiple fields of study. Her super power is helping companies create fully integrated wellness cultures, and helping individuals embrace lifelong vitality by uncovering personal beliefs and behaviors that sabotage well-being.

Contact Kay



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Vitality in Action

As an early pioneer in senior wellness, Kay's work has impacted both the Global Active Aging Movement and Whole Person Wellness Models in senior living. She is known as a thought leader and agent of change in professional circles, speaking at hundreds of conferences and working with industry leaders from around the world. View **[Impact Snapshot](#)**.

As Director of the Keiser Institute on Aging Kay linked researchers with practitioners in fitness and wellness, senior living, and senior services - creating a lasting impact on older adult well-being.

For consumers, Kay simplifies then applies research for presentations that have been described as "delivering cutting edge research in a way that feels like chatting on the porch with a friend".

Themes of building lives of joy and vitality, creating individual, family, and corporate cultures of well-being, and living life fully regardless of challenges resonate with adults of all ages. Kay's depth of knowledge and 25+ years of experience allow her to customize presentations specifically for your organization.

Kay's Most Popular Keynote Themes

Running with Scissors

A humorous but thought provoking look at how cultural myths and personal experiences weave a subconscious aging story that drive health beliefs and behaviors throughout your lifetime. It also describes the top 3 things you absolutely must do to age with vitality and purpose for your full lifespan.

Aging, It's a Family Affair

This interactive seminar explores aging as a multi-generational, not a solitary, pursuit. Kay explores how common "aging scripts" -learned from family, community, and culture- impact health beliefs and behaviors. She also helps attendees reveal personal aging scripts and build an individual and family culture of well-being.

A Culture of Well-being

This seminar describes how to keep the demands of managing health challenges from becoming the dominant culture of care in senior living or at home. Kay offers a roadmap and simple tools to consciously create a culture of connection, community, hope and joy through health challenges and life transitions - regardless of age.

What's Your Vitality Plan

The Vitality Portfolio® approach to optimal aging uses the familiar structure of a financial portfolio – make a plan, balance your (vitality) assets, and make regular deposits to support lifelong health. Kay delivers a simple step-by-step process to create a personal vitality plan. View the [Vitality Portfolio® Starter Tool-kit](#).

Pricing to Meet Your Needs

Kay can fully customize a healthy aging topic for your group! Let's discuss your goals and create a signature event!



Standard pricing for an event speech in senior living communities ranges from \$4500 - \$6000 plus expenses, dependent on specific needs and topics.



Pricing for large consumer events are dependent on size of audience and range from \$5000 - \$8000 plus expenses, dependent on specific needs and topics.



Staff training and team building workshops are priced through a proposal process and dependent on length of training and specific needs.

Find speaking collateral including video clips, short and expanded bios, and headshots [HERE](#). Visit [Brilliant Aging](#) for additional topics and information.