



*Explore the reality of your mortality*

# Willow End-of-Life Education and Planning- Reena Lazar



Empowering individuals, families,  
and professionals with a heart-  
centered and inquiry-based  
approach to end-of-life education  
and training.

— **Reena Lazar**

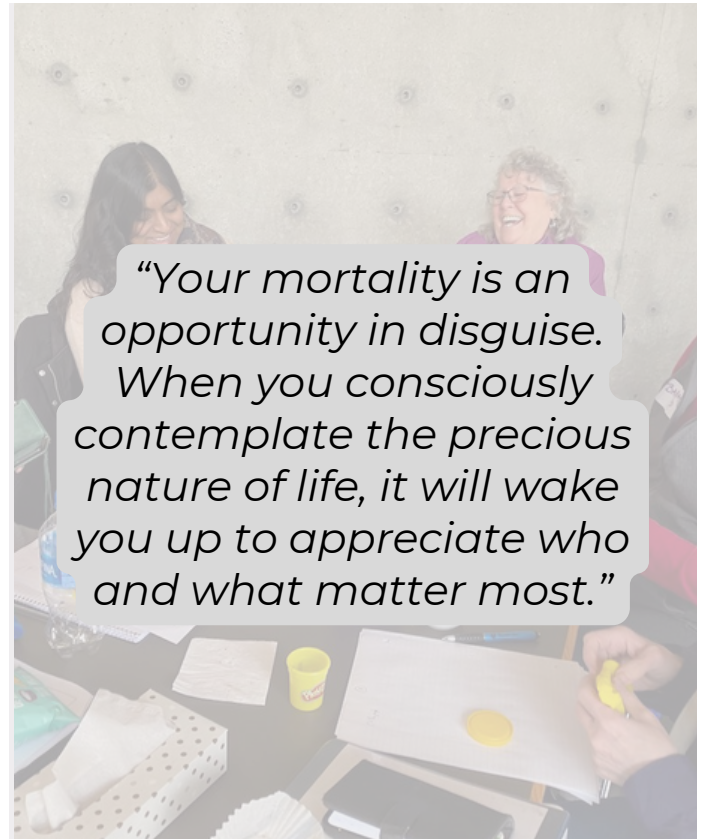
# About Us

In a world where conversations about the end-of-life are often avoided or postponed, **willow** enriches, energizes, and engages people around this normally taboo topic.

Reena Lazar, Willow's co-founder, built this company with the goal of **transforming end-of-life planning** into a rich opportunity for personal growth and community connections.

She created *heart-centered* tools and opportunities to get people to be as prepared as possible for their end of days while at the same time exploring the reality of their mortality so they can live their lives with intention and purpose.

Since people tend to die the way they live, Reena's mission is to **redefine what it means to be truly alive** and help people wake up before their time is up.



## Reena Lazar: Transforming Death into a Gateway for Living



Through Willow, Reena Lazar has guided thousands of individuals to embrace end-of-life planning as an exercise in personal transformation.

Whether one is seeking to explore their own mortality, do some end-of-life planning, or elevate a career in end-of-life care and planning, Reena and her team offers versatile tools and empowering guidance.

Willow's resources have not only transformed individual lives but have also been instrumental in staff development and professional training across the globe.

Reena Lazar is committed to shattering cultural taboos and mainstreaming sensitive conversations about death. Through this, she aims to empower millions to live fulfilling lives and assist professionals in providing meaningful end-of-life planning and care.

To learn more about Reena, download her official bio or check out her Pick My Brain profile below.



[Official Bio](#)



[Pick My Brain](#)

# Who Willow Serves



Willow's tools and programs can be used in three ways. They are used to:

- Guide individuals and families to have heart-centered discussions about death and dying and create end-of-life plans for themselves or others
- Equip end-of-life practitioners to begin careers as end-of-life educators or enhance their existing practice with heart-centered, inquiry-based tools and curricula.
- Assist Institutions and companies with engaging public education and staff and volunteer development

## For individuals and families:

*Check things off your end-of-life to-do list and learn, grow, and even find joy in the process.*

This is for people who want to discover the full scope of their options and make informed choices that reflect their core values and priorities. They can do this by taking one or more of these actions:

- Make use of the tools (many of them free) in the Willow Shop.
- Register for Willow Workshops® led by experienced and licensed willow Educators®.
- Enroll in Willow's 7 Tools for Making Sense of Life & Death Online program.
- Hire a Licensed willow Educator® to guide you with end-of-life planning.

## For end-of-life practitioners:

*Become an End-of-Life Educator or enhance your existing end-of-life practice.*

This is for those who are passionate about end-of-life education and planning, and want to create a new business or augment their current work by engaging communities through transformative workshops and/or preparing people for their final days.

Licensed willow Educators® can use Willow's expanding end-of-life education and planning tools and products, including detailed scripts for virtual and in-person workshops, advance-care-planning, and coaching tools.

They can also use Willow's material to guide people to get their affairs in order and, at the same time uncover their hopes and fears, articulate their core values, and clarify who and what matter most to them now.

The program includes tailored marketing support and professional and business development to build or augment any heart-centered practice.

# Who willow Serves

This program is ideal for:



## End-of-Life/ Death Doulas:

As an extension of their compassionate caregiving and other areas of expertise — the Willow materials provide pragmatic and heart-centered tools that enhance emotional, spiritual support, while helping clients navigate end-of-life planning.

Death Doulas also lead Willow Workshops® as a way to get known in their communities, and grow their practice.



## Healthcare Professionals:

In an industry where clinical expertise is often given with little “bed-side manner”, willow revolutionizes patient interactions by enabling health-care professionals to use inquiry-based and heart-centered end-of-life dialogue.

Willow tools have been used by doctors, nurses, and social workers in the medical system.



## Therapists, Counselors, & Coaches:

Since death is an inevitable part of life, these professionals use the Willow materials to navigate the emotional landscapes of grief, loss, and end-of-life decisions.

The resources also enable clients to dig deep into who and what matter most as they consider what makes their life meaningful.



## Financial Advisors and Planners:

With Willow materials, these professionals can elevate traditional financial planning with insights into the emotional aspects of end-of-life planning.

As a result, they guide their clients to dance with death, rather than dance around death, and make legacy decisions that aren't just financially sound but deeply fulfilling.

# Who Willow Serves

## For end-of-life practitioners:

*Hire a licensed Willow End-of-Life Educator® to improve your team's skills or engage with your community.*

Organizations like hospices, elder-care facilities, and funeral homes, partnering with willow Educators® can be transformative.

By harnessing the power of Willow Workshops® and Willow's specialized tools, institutions can significantly improve their standard of care and build strong community connections.



### Hospices:

- Ensure the patient's end-of-life wishes are respected and followed.
- Offer engaging end-of-life planning and education workshops to the broader community.
- Empower staff and volunteers with effective tools to explore the reality of their own mortality and navigate end-of-life conversations.

### Elder-Care Facilities:

- Conduct workshops for residents and the community, ensuring they have end-of-life plans in place.
- Elevate staff's understanding of end-of-life needs to uplift the quality of care.
- Build trust with families, ensuring they are well-informed and involved.



### Funeral Homes:

- Educate staff to better support grieving families and provide heartfelt guidance.
- Diversify service offers to become a comprehensive end-of-life resource center.
- Collaborate with willow Educators® to facilitate impactful community workshops.

# Client's We've Collaborated with

Via our tools and services, It's our honor to collaborate with and support the work of inspiring organizations including:

- Advocis Banff School for financial advisors
- BC Cancer Agency Patient and Family Counselling and Psychiatry
- BC Notaries Association
- Brock House Society, Services for Seniors
- Canadian College of Funeral Services
- Canadian Initiative for Elder Planning Studies
- Canadian Memorial United Church and Centre for Peace
- Canadian Association for Retired People Chapter #60
- City of Vancouver's Mountain View Cemetery
- Crossroads Hospice Society
- Douglas College End of Life Doula Certificate Program
- End of Life Doula Association of Canada
- End of Life University
- Family Services North Shore Companionship Community Care
- Fitting Tribute Funeral Services
- KORU Cremation | Burial | Ceremony
- Memorial Society of BC
- Quality of Life Care School of Accompanying the Dying
- Pacific Spirit Community Health Centre, Home Hospice Palliative Care
- Richer Health Consulting
- Royal Oak Burial Park
- St. Andrew's United Church
- Simon Fraser University Liberal Arts & 55+ Continuing Education
- Surrey Hospice Society
- Vancouver School of Theology Inter-Religious Studies
- Wavefront Centre for Communication Accessibility, Seniors Program
- Westcoast Wills & Estates
- West End Seniors' Network



# A Testament to Impact: willow by the Numbers & Success Stories



1.8K+

Facebook Followers



1.6K+

Instagram Followers



1.1K+

LinkedIn Connections



7,500+

Newsletter Subscribers

## 1000+

Individuals & Families Assisted

## 90+

Licensed willow Educators® from all over the world

Through our dynamic resources and programs, over a thousand individuals and families have found solace, clarity, and empowerment in their end-of-life journeys.

From wellness providers and coaches to doulas and financial planners — the willow Educator® Program has empowered a growing number of professionals in heart-centered, inquiry-based end-of-life education and planning.



"Reena and Michelle are pioneers. A magic combination of pragmatic and purposeful, Willow's personal-discovery and planning tools will fire you up to get into action with your end-of-life planning and to live your best life."

- **Dr. Karen M. Wyatt**, Author, *7 Lessons for Living from the Dying*



"I appreciate not having to reinvent the wheel. Especially if you're considering being an entrepreneur, a lot of the work falls on you to create and build. And this Willow Program makes it easy."

- **Kelli Dillon**, Owner of Endpowered & Licensed willow Educator® for the BIPOC Community



"Reena and Michelle are rock-stars! Their approach to all things living and dying is full of love and practical wisdom."

- **Deanna Cochran**, Founder, CareDoula® Certification Program and Author, *Accompanying the Dying: Practical, Heart-Centered Wisdom for End-of-Life Doulas and Health Care Advocates*



"Reena and Michelle are an essential community-building, capacity-increasing, and most especially heart-centered resource."

- **Jennifer Lorca**, Registered Nurse + End of Life Doula, Walk With Me Care



"The information, techniques, and tools Reena shared with our group at a recent conference for financial advisors, left me feeling empowered to take on the many difficult conversations that I have been dreading. The five-steps process allowed me to build a game plan ahead of time, removing any anxiety that may come up when having these hard conversations."

# Case Studies

## Discovering Who and What Matter Most

Recently, our willow Education Program Manager, Debra was facilitating the Willow Workshop® titled, "Values, Wishes and Who and What Matter Most" at the ElderCollege in her village. More than 60 people registered.

They were doing an exercise where participants could choose to answer one of 6 basic questions aloud with a partner. This is one of the foundational exercises necessary so that people can make plans that actually reflect who they are. The exercise triggered some strong emotions in one woman, so much so that she had to leave the room.

While Debra was a little concerned, she was delighted when the woman's husband came up to her afterward and thanked her and Willow for "cracking that open." He reported that he had no idea that she felt "that way," and was so grateful to be able to have the words to keep talking about the question she chose to answer.



## Writing a Heart Will® Just in Time

Sylvia has been attending in-person Willow Workshops® while she had a terminal cancer diagnosis. After about two years of being relatively healthy, she hired Willow's co-founders to help her in her final days. She wanted to write a Heart Will® to be read at her memorial service.

We asked her some questions that can be found on the How to Write your Heart Will guide and she chose the ones she wanted to focus on. We took notes and then the next day, we emailed her the first draft of her Heart Will®.

Unfortunately, she died before she could finalize the draft, but it was indeed good enough. Sylvia's husband read the Heart Will® aloud at her memorial service in the first person, and attendees cherished every word.



# Case Studies

## All that Matters in the End, Matters Now

When Lianne was participating in the Departure Directions® workshop, she was clear that when her time came, she wanted a funeral that welcomed people from her large community and beyond.

She imagined it, described it, and was energized and inspired to make this a reality. Thinking about her death like this minimized all anxiety and fear had about death and dying.

There was only one problem, she didn't feel like she belonged to the kind of community that she had imagined at her death. So when she walked out of that workshop she was determined to change her life to build the kind of community she knew in her heart was so important to her.



# Speaking Topics & Talking Points

## **The Essence of End-of-Life Planning:**

- Why it's more than just paperwork and checking off your to-do lists.
- The emotional, financial, and spiritual aspects of the process.
- The importance of foundational and holistic planning.

## **The Role of Professionals in End-of-Life Care:**

- The intertwined paths of doctors, therapists, financial planners, and doulas.
- Bridging the gap with compassionate care.
- Building trust, empathy, and expertise in sensitive situations.

## **Personal Stories: The Heart of willow:**

- The inspiration behind our platform.
- Anecdotes that have shaped our approach and mission.
- The transformative power of inquiry and empathy in end-of-life scenarios.

## **Inclusive End-of-Life Planning:**

- The need for diverse perspectives and considerations.
- Tailoring plans to different cultures, religions, and lifestyles.
- Ensuring that every voice is heard and respected.

Reena's speaking topics, like the Willow Workshops® themselves, are designed to be both thought-provoking and informative, encouraging dialogue and fostering a deeper understanding of end-of-life matters. Through these themes and talking points, she aims to inspire, educate, and provoke meaningful reflection.





willow

EOL EDUCATION & PLANNING

# Let's Engage in Meaningful Conversations

For interviews, podcasts, speaking engagements,  
training, and workshops please send an email to  
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