

KR Henderson Launches 'Second Wind,' a Platform for Men 40+ Who Had Children or Found Purpose Later in Life

Second Wind helps men rediscover energy, purpose and leadership.

HOUSTON, TX, UNITED STATES, August 26, 2026 /EINPresswire.com/ -- Author, speaker and leadership coach KR Henderson has launched Second Wind, a platform created for men 40+ who had children or found purpose later in life.

The idea for Second Wind emerged after KR celebrated the retirement of a friend. Although genuinely happy for his friend, the conversation caused KR to reflect on his own stage of life. Many of his contemporaries were retiring or preparing for retirement, while KR was still raising young children and discovering greater purpose later in life.

After more than two decades of corporate sales management, KR found himself questioning his own timeline.

Following the conversation, KR prayed and reflected on the responsibilities and opportunities still in front of him. He came to recognize that his children did not need a retired father; they needed an engaged father prepared for the responsibilities of his current season.

The experience also reminded KR of the



danger of comparing one person's timeline with another.

"Comparison is a thief," KR said.

The realization shifted his perspective. Rather than viewing himself as late, KR began to see himself as reassigned. His friend had entered one season of life while KR was carrying a different assignment.

That experience also led KR to consider how many men in their 40s, 50s and 60s may quietly wrestle with similar questions surrounding age, achievement, fatherhood, purpose and expectations.

"There's a weight men carry that doesn't show up on the scale," KR said.

That realization became the foundation for Second Wind, a safe space created for men 40+ who had children or found purpose later in life, with a focus on helping men rediscover energy, purpose and leadership.

The central message of the platform is:

"You're not late. You're assigned."

KR's Story Reflects a Larger Shift

KR's experience reflects broader changes in the timing of fatherhood and the role of meaning later in adulthood.

A Stanford University School of Medicine study analyzing nearly 169 million U.S. births found that the percentage of births involving fathers 40 and older more than doubled, increasing from 4.1% in 1972 to 8.9% in 2015. Births involving fathers 50 and older also increased from 0.5% to 0.9% during the same period.

Research examining meaning across adulthood has also found that the presence of meaning in life peaked around age 60, suggesting that a strong sense of meaning can continue to develop well beyond young adulthood.

For KR, the research reinforces one of the ideas behind Second Wind: later does not necessarily mean too late.

Building Second Wind

Through the Second Wind with KR Henderson podcast, speaking engagements, books, workshops and digital resources, KR is developing a broader platform addressing fatherhood, purpose, health, relationships, leadership and the pressures men may experience after 40.

Second Wind is also supported by KR's personal-development philosophy, WHOY — Work Harder on Yourself, built around the principle that personal growth can influence the quality and direction of a person's life.

KR brings more than 20 years of corporate sales management experience to the platform, along with experience in entrepreneurship, authorship, leadership development and fatherhood.

Rather than focusing on recapturing youth, Second Wind emphasizes preparation for the responsibilities, opportunities and purpose that may accompany the second half of life.

About KR Henderson

KR Henderson is an author, speaker, leadership coach and entrepreneur with more than 20 years of corporate sales management experience. He is the founder of New Vision Enterprise, creator of WHOY — Work Harder on Yourself, and host of Second Wind with KR Henderson.

He is the author of *The Lion's Den: 4 Pillars of Male Success* and *The Art of Personal Development: Work Harder on Yourself*.

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