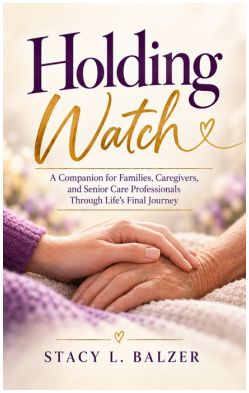
HOLDING WATCH | PROFESSIONAL OVERVIEW

Holding Watch

A Companion for Families, Caregivers, and Senior Care Professionals Through Life's Final Journey

20 compassionate conversations • By Stacy L. Balzer



A family perspective on life's final journey

When Stacy's father was diagnosed with Stage IV lung cancer, she entered a journey filled with questions she had never imagined asking. Through assisted living, hospice care, and his final days, she learned how much families need understanding, reassurance, and compassionate guidance.

Holding Watch shares that experience through 20 personal conversations about the questions, uncertainty, decisions, and love that accompany the end of life. It is not a clinical manual. It is a daughter's perspective—offering comfort to families and a deeper understanding of their experience to the professionals who care for them.

Who the book is for

- Families and friends accompanying a loved one through serious illness or the end of life
- Family caregivers seeking perspective, encouragement, and reassurance
- Hospice, palliative care, assisted living, memory care, and senior care professionals seeking insight into the family experience

Ways organizations can use Holding Watch

- Offer the book to families as a compassionate resource during serious illness, hospice, or bereavement
- Include it in family resource libraries, caregiver support programs, or organizational resource offerings
- Use selected conversations to support staff discussions about empathy, communication, and the family perspective
- Use it as a conversation starter in family support groups or caregiver education
- Invite Stacy for an author conversation or presentation for families, caregivers, or professional teams

About the author

Stacy L. Balzer is an author, leadership coach, and former Ford Motor Company senior director. Her family's experiences with serious illness and caregiving—including accompanying her father through hospice—deepened her belief in the power of presence, compassion, and encouragement. She wrote Holding Watch to share what she learned with families and those who care for them.

Connect with Stacy

Interested in making Holding Watch available to families or using it with your team? Connect about organizational copies, professional evaluation options, author conversations, or speaking engagements. Printed review copies are considered individually.

Email: holdingwatchbook@gmail.com | Website: holdingwatchbook.com

"It was never about watching. It was about loving."