

“OLD” – HOW IT LOOKS, TALKS, AND WALKS

By Jane Genova

A series of several parallel white lines of varying lengths and thicknesses, slanted diagonally from the bottom left towards the top right, located on the right side of the slide.

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Dedicated to Amy Karnilowicz,
West Hartford, CT cognitive
therapist. Together we put
together my new playbook.

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INTRODUCTION

Aging starts at moment of conception.

Coming across as “old” is your fault. And you become victim of ageism.

THE SIX TELLS

Aging happens. Being old never needs to.

Here are the six common “tells” or giveaways that you are, in the eyes of the world, old.

- Advice-giving. That always made humans a pest. But it's fatal professionally and socially over-50.

In one type of Buddhism, those seeking guidance from the masters must knock on their doors three times. That tells the masters they really are being called upon to give advice.

People in distress might say they want advice. Usually all they want is for us to listen. It was human relations genius Dale Carnegie who hammered that learning to listen is the platform for both professional and social success.

- References to just about anything more than five minutes ago.

When everyone is laughing about the pickle the three housewives are in on the television network show “Good Girls,” you don’t bring up the episode on “Mary Tyler Moore” when Chuckles the Clown died.

Remember how bored you became when grandma wouldn’t stop talking about the radio programs she had followed, before television?

- Accomplishments from the past, unless they relate to solving a problem in the present.

A leader in the public relations industry had once headed a major firm. After he was forced out of that position, he launched his own communications boutique.

It would have done better had he not kept touting – in all mediums – how he had increased revenues and profits 15 years ago. It came across as worse than boasting. Instead he was labeled as one of those lost professionals who never bounced back after a setback.

- Narcissism. That extreme preoccupation with the self is something only babies and celebrities can pull off. That's the way it goes.

The more you focus on others the more welcome you will be in diverse circles.

- Out-of-date language. Listen to how those under-50 talk and pay attention to how they write.

No, they don't use words like "nimble." And, yes, it's okay to sprinkle in a few "likes," but you can't overdo it.

You also shouldn't be running around classifying everything as "cool."

- Voicing regrets. That's a downer at any age.

The current approach is to position and package whatever was negative as a priceless learning lesson. Actually, that's usually reality.

Had Steve Jobs not be fired and driven from the corporation he started he probably wouldn't have been able to mature into a productive leader.

In addition, a regret is a mere fantasy about how things could have turned out if you did X instead of Y.

- Complaining. In many communities there is a generational war.

Youth blame you for everything from holding onto the good jobs to using up Social Security.

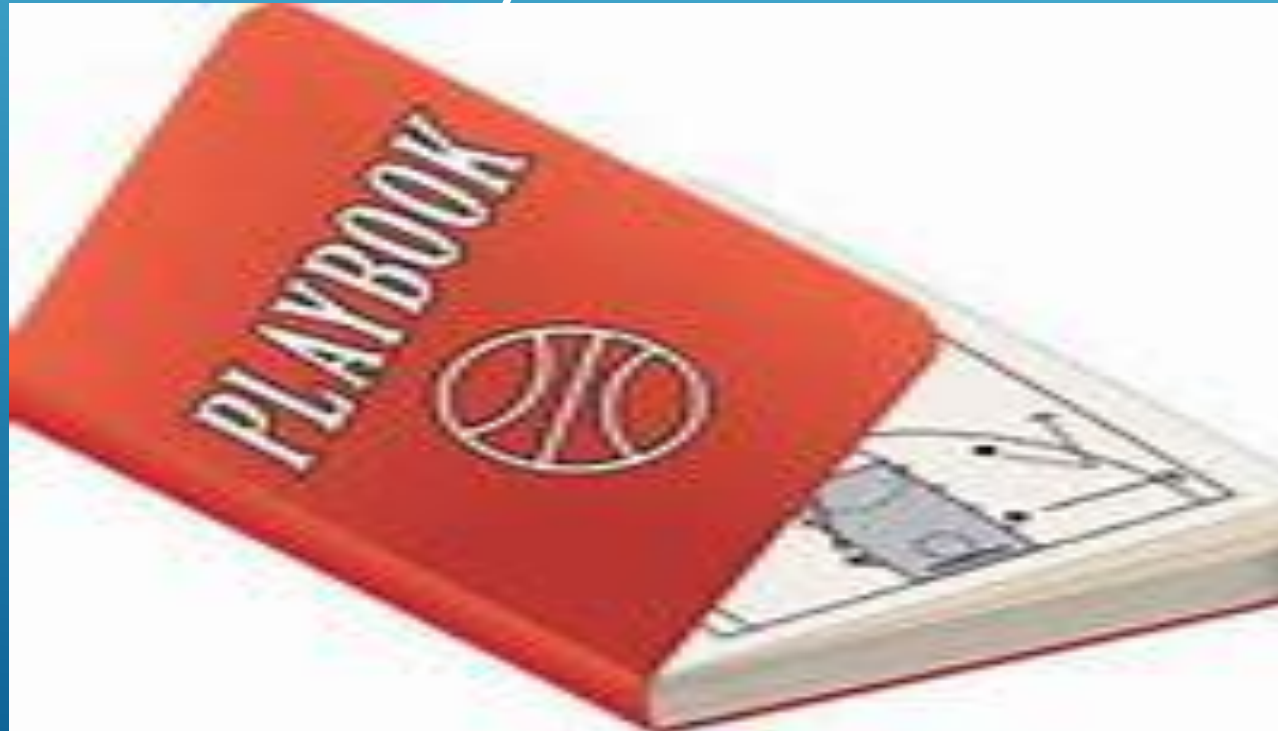
From their point of view, you have nothing to whine about. So, complaining isn't an option.

Takeaway: “Old” is the branding you impose on yourself.

Your Coach – Jane Genova



Coaching – Putting Together Your New Playbook



Age bias in professional and social life? It's there.

But, as a coach, I help you develop a new playbook.

My name is Jane Genova.

The edge I bring is my background in marketing communications. That means job searchers and those of you wanting a fresh social start think, write, and talk like salespeople.

Here is my recent article which outplacement firms have linked to - <http://over-50.typepad.com/over-50/2018/03/phone-interview-how-not-to-sound-old.html>

You get a free first session. After that, there is a sliding scale fee schedule.

APPROACH:

Action-oriented. Structured around four questions: Where are you now, where do you need/want to be, how do you get there, and what are results, so far.

NEW BOOK:

“Over-50: The Four Monsters of the Mind”

<http://over-50.typepad.com/over-50/2018/04/ageism-bites-.html>

EARLIER BOOKS:

“Old”

“Over 50: Pioneers in the New Wild Wild West.”

“The 14 Critical Years of Your Professional Life”

“Geezer Guts, Making a Buck, At Any Age”

WEBSITES:

<http://over-50.typepad.com/over-50/>

<https://wordpress.com/post/agingonyourowntermsthecoach.wordpress.com>

http://lawandmore.typepad.com/law_and_more/

EXPERIENCE:

Paid coaching for diverse professionals, pro bono coaching for displaced lawyers, volunteer coaching for mothers in recovery returning to workplace, graduate assistant for two Dale Carnegie courses, marketing communications consultant for RiseSmart (outplacement/career transition), career columnist for AOL, lecturer on career transition at the New York State Bar Association, thought leadership featured on First Sun Consulting (outplacement/career transition), published article for Harvard Law School alumni, and co-author of “The Critical 14 Years of Your Professional Life” (went from hardback to paperback to e-.)

EDUCATION AND TRAINING:

Graduate studies in counseling and interview approaches at Case Western Reserve University, contract law at Harvard Law School, advanced financial communications at McGraw-Hill, three Dale Carnegie courses.

TESTIMONIALS:

Mark Misercola – Speechwriter

“For the past two years, Jane has helped me age more gracefully by opening my eyes to new opportunities and endeavors that will serve me well when I eventually retire. And some – like writing about my passion for collectible cars – I’ve already started on.”

Tara Belsare – Physician

“Jane encourages me to examine aging with depth and wit. She encourages me to write about the process. She has opened my eyes to the fact that I am, in fact aging.”

Name Confidential – Disbarred Lawyer

“Nearly 70, I was able to move onto a new career path.”

Your Next – Contact

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Free initial consultation. Then, sliding
scale fees.