

# 5 Tips to Own the Superpower of Your Age

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Women experience special challenges as we age. In a culture that worships youth and beauty, we encounter the combo of gender bias and age discrimination. We sense our respect and credibility slipping away and we can't take this lying down.

Now is the time, girlfriends, to fight and own your superpower, and it starts with YOU!

Here are 5 tips to own the superpower of your age:

# 1. CHALLENGE YOUR AGEIST BELIEFS

Ageism is so ingrained in our society that we don't realize how many ageist stereotypes and assumptions we internalize about ourselves as we age. Often these beliefs become self-fulfilling prophecies that hold us back from owning and honoring who we are. These beliefs can sabotage our careers and damage relationships. For example, if you believe you're too old to get promoted, then you will most likely not do the things you need to do to get promoted, like raising your hand and sharing ideas, advocating for yourself. You'll hesitate to be more visible and bring attention to your age instead of owning it, and as a consequence, you decrease your chances of getting that promotion.

What are your honest feelings about aging? Write them down and ask yourself how many of these feelings/beliefs are actually true. Ask yourself if these beliefs are serving or sabotaging you. Challenge yourself to move beyond these limiting beliefs.

# 2. ACKNOWLEDGE YOUR WISDOM AND TALENT

You don't get to be 40, 50, 60, 70 and beyond without learning many lessons about life, relationships, and work. You've learned from your achievements as well as mistakes, and you continue to learn every day. All of your experiences add to your knowledge bank and contribute to the person you are now, and you've earned every wrinkle. Continue to be open to new experiences and opportunities and don't be apologetic about your age. Own your wisdom and talent. Offer your ideas and opinions. Let others know how you can contribute. You have value. Own it!

# 3. BE VISIBLE

Gendered ageism is real and as we show visible signs of aging, we experience age discrimination, especially at work. This discrimination can include being marginalized, easily dismissed, and subjected to demeaning comments about age. When this happens, your tendency can be to shy away from the spotlight as you fear bringing more attention to yourself and your age. However, to stay relevant and credible, the opposite needs to happen. Don't retreat. Now is not the time to slip into the shadows.

Make a plan for how to be more visible in your work environment and make it your intention to follow your plan and keep yourself on the radar.

# 4. HONOR YOUR HISTORY

We all have stories about our personal journey, about how we've arrived where we are today. Often, we don't give ourselves any credit for how we've grown personally and professionally. We overlook our successes, big and small. We downplay our experiences and tell ourselves that anyone could do what we have done. That's BS.

What battles have you fought and won so far in your life?  
Write down all the battles you've fought and won and celebrate and acknowledge every one of them.

# 5. BE POSITIVE

Do you know that if you have a positive attitude about aging you can live up to 7.5 years longer (according to Yale research)? That's incredible! So, don't fall victim to the 'woe is me, I'm getting older' story. Be grateful for where you are in your life and embrace positivity. Be present. Enjoy every day and be open to all the new experiences that show up in your life. Face your challenges with confidence and live your life to the fullest. You are here today. Own the power of your age.

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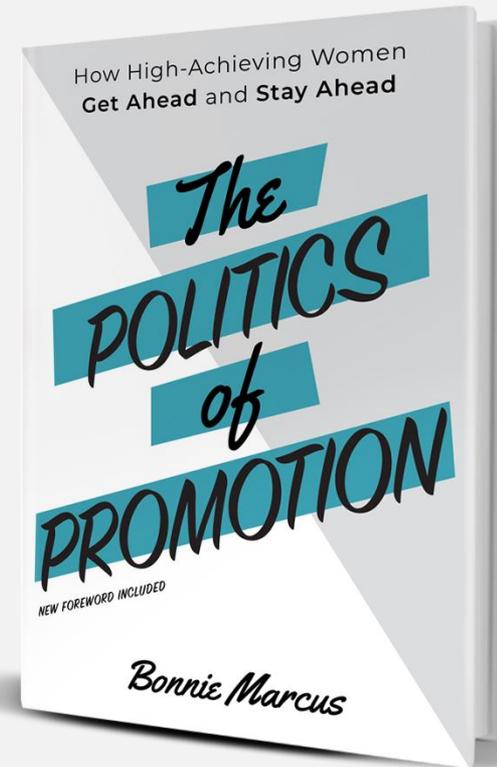
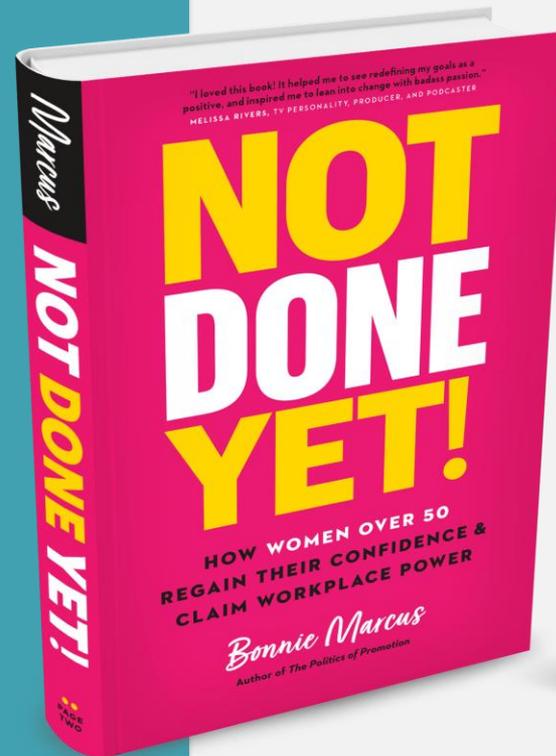
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