

Arlene Boot Exposes Ageism Facing Midlife Women Every Day

Submitted by: Media Jems

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The sacking of Arlene Phillips from *Strictly Come Dancing* is exactly the kind of attitude that is facing many midlife women (<http://www.agewithattitude.co.uk>) across the country and is one of the reasons why mid-life success story Lindsey Agness (<http://www.agewithattitude.co.uk/about.html>) has created a new coaching programme (<http://www.agewithattitude.co.uk/brochure/>) 'Age with Attitude' (<http://www.agewithattitude.co.uk/course.html>), designed to turn midlife mediocrity on its head.

Starting in September, the all new Age with Attitude programme is a ten week course designed to challenge midlife mediocrity and help women feel happier (<http://www.agewithattitude.co.uk/schedule.html>) and more confident as they approach their midlife years and was created by successful author and businesswoman Lindsey Agness, who left her job, started a business, wrote a book and ended her marriage all in her forties.

Lindsey's unique Age with Attitude programme focuses on the '8 Attitudes of the Successful Mid Life Woman' (<http://www.agewithattitude.co.uk/products.html>) revealing some of the common myths associated with women approaching mid-life including 'I'm too old to have what I want', 'I'm not good enough to compete with younger models' and 'I need surgery to feel good about myself'.

"I come across many women who have been in Arlene's position and they especially benefit from a module which focuses on the 'I am good enough' attitude, where we provide the tools to work on their self-esteem (<http://www.agewithattitude.co.uk/links.html>) and feeling of self worth. After this, women will feel more empowered to compete against their younger counterparts and come out on top," explains Lindsey, 50.

Lindsey believes that many women are still being forced out of jobs they love simply because they are of a certain age and wants to empower women to take a stand and be more confident in challenging their employers if they feel their age is being used against them.

One such delegate was 66 year old Margaret Caiger-Watson who wanted to stay on in her job beyond 65 and subsequently secured an extension at her workplace after attending the Age with Attitude pilot programme last year.

"I was so much more confident after the programme that I felt I could take on anything that was presented to me," says Margaret.

"What has happened to Arlene is one of the reason why I was inspired to develop this programme. I want to challenge the image obsessed media like the BBC to take a different perspective on their midlife workers, who still have much to offer," says Lindsey.

For more information or to book your place visit www.agewithattitude.co.uk or call 01304 621735

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Notes to Editor

Age with Attitude Full Course

Dates for the main Age with Attitude programme are:

5 - 6th September Ashford International Hotel

5 - 6th December Chaucer Hotel, Canterbury

6 - 7th March Lendrick Lodge, Scotland

18 - 20th June Hythe Imperial

The investment is £2000 + VAT which includes 10 days of training plus 3 coaching sessions. Payment plans are available.

About Lindsey Agness

Lindsey is one of the UK's top people developers and motivational experts and she trains and coaches using NLP on an international basis.

Prior, to setting up her own company in Canterbury, Kent, Lindsey worked as a change management consultant, corporate trainer and coach for PricewaterhouseCoopers. It was at this time that Lindsey attended her first NLP course and discovered that life would never be the same again! She has been able to use her skills to build capability and capacity to change in large private and public organisations throughout the UK, Europe and the US. Individuals are inspired by her to transform their performance and change their lives.

Lindsey is a certified trainer of NLP through the American Board of NLP. She trained with Tad James in the US and David Shephard in the UK. She is now studying to become one of a small global group of Master Trainers of NLP, the highest qualification in the field. In addition, she is a qualified Master Trainer of Time Line Therapy™, certified by the TLT™ Association and Trainer of Hypnotherapy, certified through the American Board of Hypnotherapy.

Lindsey is the author of 'Change Your Life With NLP' (£9.99, Prentice-Hall Life) and has sold thousands of copies since its publication in 2008. Her second book sets a new trend to turn mid life mediocrity on its head and is due for release by Rodale Macmillan in 2010.

For further information visit www.agewithattitude.co.uk

Information supplied by Media Jems. For further information or images, please contact Rebecca King on 01603 283 506 or email Rebecca@mediajems.co.uk