

# A Problem To Solve, Not Swerve.

When Women and Age Collide: How 'out of sight' means 'out of mind'. It's time to change the ageism agenda.

THE 3% **m**ovement  
DIVERSITY = CREATIVITY = PROFITABILITY™

BeenThere  DoneThat

**So firstly a big thank you to our amazing panelists on our webinar tackling the ageism sexism intersection.**

**We just wanted to round up the learnings from the webinar so you can take it back into your organisations and start to challenge and create a new reality for what it means to be a fifty something woman in the world.**

**1.** There is a need for a new narrative both verbal and visual around women and aging. Shifting fifty into a new truth is essential to stop women after fifty from being seen as on the scrap heap. The truth is at 50, rather than being useless, women are at their most valuable. As Gen X midlifers they have experienced life in a very different way to their mothers. They are the inventors and nurturers of the internet and we have fought for the rights that will make their daughter's lives more manageable when it comes to such things as maternity and paternity rights and equal pay. Being fifty is the start of the next chapter. A new era of freedom. With money, lots of money. This is a generation that wants to create a story that inspires the next generation about this next life stage not make them fear it. A story that makes them visible.

**2.** The business case for women over fifty not becoming invisible is **economical**, (they are responsible for the majority of purchase decisions made) **statistical** (Their leadership skills outstrip men's across every important measure) and **societal** (when they are visible and able to play their part fully in society the whole of society benefits). **Organisations need to realise that when we see women as mere units of reproduction they limit their opportunities for growth.** We are forces for increased productivity, creativity and positive change.

**3.** We need to build a picture off the data. We have more data than we can know what to do with. Yet our picture, our insights, our understanding are built off a view that is out of date and out of step with the reality of today's female midlifer. Social media, purchase behaviour brandscapes and viewing habits are all data points that show a picture of a woman more confident in her own skin, more in touch with the zeitgeist and more of a leader than a follower. they are not their daughters and while they have more intergenerational empathy with them, they don't want to look like them or be them. They like who they are and are interested in brands who show that they get us. **Start marketing to their reality, not the one that someone else has created for them.**

**4.** Without a seat at the table, without true representation, we can't hope to tackle the issue of diversity and inclusion, but more importantly without this age group taking positions of leadership, we don't stand a chance in solving the problems humanity faces. Their unique viewpoint, skillset and approach to the world's problems will continue to erode our future.

**5.** Women at 50 plus don't need to be empowered. We need to use their power. We have it in spades. Nobody can give you what is already yours. We need to use our voices and create the world we want to live in, not by molding ourselves around structures that freeze us out, airbrush us out, and push us out but by creating new ones that support and nourish the vital role we can play in building a better world, particularly for the women who are the most adversely affected by this issue.

**If you would like to understand more about disrupting ageism, or discuss the matter further, please email [nikki.crumpton@beentheredonethat.co](mailto:nikki.crumpton@beentheredonethat.co), our Global CSO at BeenThereDoneThat.**

