

Encore Café

**A Virtual Café For Women In
The Second Half Of Life**

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WHAT IS ENCORE CAFÉ

Hi, I am Linda Jensen MA. Ed.S, Owner of Encore Life Design and Design Your Life Coach for *Women 50 and Forward*. This Encore Café is an interactive newsletter designed to engage women in the second half of life with the goal of sharing knowledge, stimulating conversation, and exploring ideas and possibilities for growth, action, and change. Beyond the typical newsletter, the mission of Encore Café is to synergistically and interactively empower women with wisdom and experience to find ways to empower themselves and continue to influence the greater good.

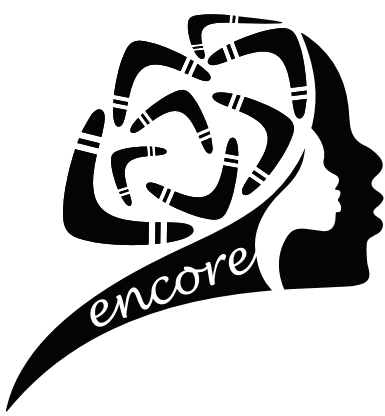
BADASS BOOMHER PROFILE

What is a Badass BoomHER with Grit?

To Me: She is determined to continue to be a mover, shaker, and changemaker. She continues to think big and act big. She has the strength and wisdom to see opportunity in challenge and she thinks with her heart in ways that make the world a better place.

MEET OUR FIRST BADASS BOOMHER ON PAGE 2!





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Badass BoomHER Profile



MEET BLOSSOM JOHNSON

Blossom brings a wildly impressive career history of working as a Philanthropic Program Officer, Grant Writer, Federal Grant Reviewer, Executive Director, Board Chair, Business Consultant and Business Coach in service of advancing and empowering families and children in Idaho to her current position as Founding Director of Idaho Partners for Good.

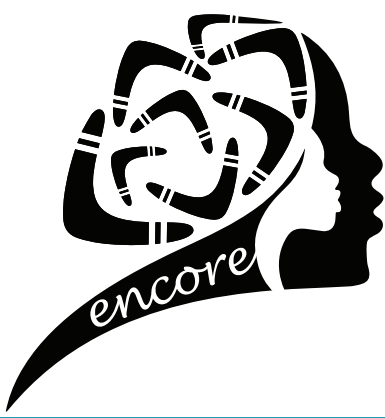
Question 1: What does the word grit mean to you? How are you using your grit now as a woman in the second half of life? **Answer:** To me, grit is the ability to keep stepping in (repeatedly) when I want to give up. The goal beckons, so when things get hard and I lack the specific skills to solve the issue, I stay focused on the outcome, keep stepping out of my comfort zone, and frame the problem as an opportunity to invite others in to help solve these sticky community problems.

Question 2: What are 3 key words that motivate you now? Why are they important? How are these words playing out in your life now? **Answer:** Faith, family, and equity. Faith and family fuel my passion. They define how I show up on a daily basis. Equity is a lens I apply to my work because all families should have access to the opportunities and resources they need to thrive. It also means actively looking for ways to open doors for those who have historically been disadvantaged and disenfranchised.

Question 3: How are you different now as a woman in the second half of life?

Answer: I believe all the skills, talents, experiences, and expertise I've developed need to be used for greater good. I have resources and networks I didn't have earlier in my life. I need to use them effectively and for systemic change to improve the well-being of Idaho families. I also don't give a shit about things I thought were important before like the opinion of haters (many in positions of power). The voices I listen to now know what's in my heart & mind and want to support the dream. I use to thrive on approval and making sure everyone liked me. You can't do transformative work with that mindset. My younger self focused on achieving, checking off the list of to-dos that made for successful projects. Now, I focus squarely on people and relationships. I now realize how earlier in my life I was driven by pride. Now, I just want to be a steward of good.

CONTINUE ON PAGE 3



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Badass BoomHER Profile Cont.

Question 4: What issues/challenges really matter to you now? How do you see opportunity in these challenges? **Answer:** My purpose is to improve the well-being of children and families. The only way I can be successful is with God's help. What I know about challenges is I need to treat them like a precious gem with many facets. If I look closely, each facet is different, just like the challenge. Design Thinking is a method I use in my work so that I am forced to keep turning the challenge around to see the beauty in it.

Question 5: What does success look like to you now? What do you want your legacy to be? **Answer:** I want my granddaughters to have a badass grandmother and know that if Tutu can do it, so can they! I want to die empty because all my dreams have been acted upon. No rusting out for me, I plan to wear out completely, if given a chance.

Question 6: What does fear look like to you now? What is holding you back from being your Best Self now? **Answer:** Self-limiting beliefs, like what the hell am I doing as a community leader at this age? I battle thoughts about whether my body and brain are fit enough to go the distance to reach the goal.

Question 7: What advice do you have for women thinking about who they want to be and who they want to become in the second half of life? **Answer:** Make a dedicated effort to understand yourself. Find a way to assess and truly understand your strengths- what they are, what they mean, and how you can effectively use them now. Create a circle of friends to support, encourage, and hold you accountable to your goals and dreams.

Question 8: How would you like to see Badass Women connecting in more meaningful ways? **Answer:** Women our age have the resources, talent, time, and networks to transform our world. We're more powerful than we've ever been and are thinking about Legacy. I am committed to helping women connect their power and strength strategically and relevantly. One way is to get involved with Idaho Partners for Good which is an organization with a mission to engage caring Idahoans to leverage their time, talent, and treasure to strengthen Idaho communities.

Question for Readers: What is your idea of Badass in the second half of life? Do you have a Badass BoomHer you can recommend for interview?

Please visit 'Encore Café- For Badass Women in the Second Half of Life' Facebook Group to share your answer.



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Designing Through The Second Half Of Life

Is Your SECOND Calling, CALLING?

Are you a *Woman 50 and Forward* struggling with the idea of who you want to be and what you want to do in the **second half of life**?

My unique **Design Your Life** online package helps women step by step design their **second act** to find **Passion, Purpose, and Power** to arrive at an **Encore Career or Encore Life Plan**.



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**Design your way to Success and
Happiness NOW at your own pace!**

Package includes: 6 Week Life Design Labs,
Workbook, and Weekly Mastermind Group.

Visit encoredesignherlife.com to learn more...
It's time to invest in the journey back to you.
We're always on the way to somewhere, how
about making it back to you, the **'True You'**.



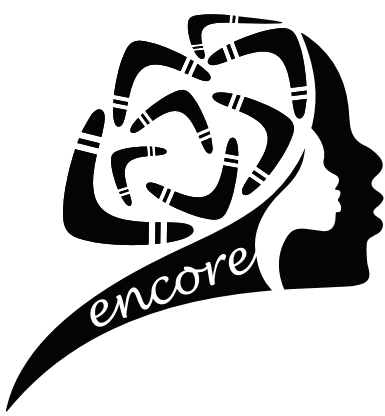
Inspirational Quote:

"We don't
stop pursuing
dreams because
we grow old,
we grow old
because we
stop pursuing
dreams"

~Gabrielle Roth

DESIGNING YOUR ENCORE LIFE

The idea of an Encore Performance is that we save the best for last. An Encore Performance is the best performance. It is the one that we wait for at the end. My Encore Performance is to help other women design their Encore Performance to find Freedom, Fun, and Fulfillment in the second half of life. Fun to me feels like playing with my granddaughter, taking trips for pleasure and purpose, and continuing to be active through sports like biking, diving, and sculling. It also feels like digging deep into my inner self to discover and uncover the woman still unknown. I want to stand in my power to be a writer. I want to share my wisdom. Freedom is me being my 'True Self' without attachments to 'Oughts' and 'Shoulds'. Fulfillment looks like dancing to the finish line to the tune of my own drum and it looks like helping others find ways to design and create their own tune too.



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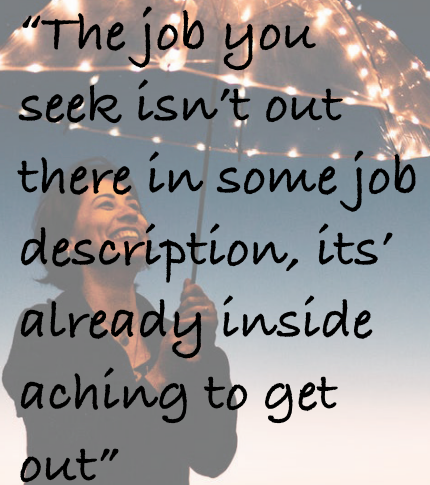
Designing Through The Second Half Of Life Cont.

DESIGNING YOUR ENCORE CAREER: RETHINKING WORK FOR PASSION, PURPOSE, AND PAYCHECK

Now that you have arrived at the second half of life, how are you different than you were in the first half of life? Who are you now when it comes to the idea of work and service? What does the idea of success look like to you? For me, work looks like finding a way to continue to express my desire for Life Design, but in a way that allows me the freedom to live a semi-retired life. Work is also about the idea of empowerment. I want to empower women and girls to find ways to express their true potential to become their Best Self, living their Best Life. Work and service is about how we want to express our true selves now. As an ongoing Encore Café newsletter topic, I hope this will be useful in helping you rethink the idea of work in the second half of life.

Is Your **SECOND** Calling, **CALLING**?

Inspirational Quote:



"The job you seek isn't out there in some job description, it's already inside aching to get out"

~John Tarnoff

TRANSITION TIMES- DESIGNING THROUGH CHALLENGE AND CHANGE

Once upon a time there was a world where life stood still. Now, life is a world wind of change. As we cross into the second half of life, change and transition seem to happen more rapidly. The question becomes not if change will happen, but how we will manage the change when it does happen. We used to think of retirement as a time for leisure and reflection. Now, we think of it as a time for action and fulfillment. We don't want to be done moving, shaking, and changemaking. We don't want to be done dreaming. Designing through challenge and transition means finding ways to see opportunity in the change we are facing. It means looking for ways to reframe problems to see opportunity. It means finding ways to create opportunities for others facing hardship.



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Diva Dialogues Inspiring The Power Of Thought



Welcome Diva Women in the second half of life. This section of Encore Café is designed to inspire an interactive conversation that designs a path for change and growth to improve outcomes for women and inspire Encore Performances. The goals of this section of the Encore Café are to:

- Explore questions that matter to women at this stage of life
- Provide food for thought
- Interact online to share thoughts, insights, stories, and ideas

QUESTION OF THE MONTH: What gives women an advantage in the second half of life? What gives women a disadvantage? How can the disadvantages be reframed to find opportunities for growth and success?

FOOD FOR THOUGHT: Research reveals that women have a leg up in the second half of life. Our brains, actually, are hardwired for growth in a way that helps us become better at making decisions and solving problems. We also have developed into a higher state of Active Mastery than men. Men tend to be hardwired to start in an active state of mastery and then in later life move into a passive state of mastery, whereas women typically start in Passive Mastery state defined by dependence and over responsibility and then develop towards Active Mastery in ways that help us become leaders and changemakers. On the other side of the coin, women in the second half of life have been programmed to believe that the aging process is primarily a process of deterioration and something to be dreaded and fought against. We also have been programmed to believe that as we age, we become less valuable in the realm of work. I am not ready to allow this neuro program to control my brain and I hope you come to this conclusion too and choose to rewrite the life script for the second half of your life now.

JOIN THE CONVERSATION: Please visit 'Encore Café- For Badass Women in the Second Half of Life' Facebook Group and-

- Share your thoughts about the question and a story that represents your thoughts.
- Share insights about what you read from other participants. What are key takeaways you see from what you and others are sharing? What common themes are surfacing?
- Share ideas and potential solutions to address the question and further the conversation.