

FREE RESOURCE



THE ULTIMATE GUIDE TO **THRIVING MID-CAREER**

How to make your age your best asset

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BEFORE WE START...

This playbook is designed to empower mid-career women, like you, to reclaim your confidence, showcase your expertise and position yourself as an indispensable asset in the workplace.

Your age and experience are not obstacles - they are advantages. It's time to own your narrative, demand the recognition you deserve and thrive mid-career and beyond!

Wish you all the best.
Maria

IN THIS GUIDE, YOU'LL FIND RESOURCES TO HELP YOU:

- Recognize and address subtle (and not-so-subtle) age bias.
- Turn your experience into your strongest career asset.
- Advocate for yourself with clarity and confidence
- Build powerful relationships and find sponsors to champion your growth.
- Stay ahead by upskilling and embracing lifelong learning.



*Have you met
Maria?*



Maria Wandelstam - executive coach and a former global L&D leader who been in corporate for 27 years, who helped leaders all over the globe to take their leadership and career to the next level.

"I don't do cheerleading. I help professionals get results by treating their career and rebrand like a business strategy, not a hobby."



Identify and combat Age Bias

Age bias is common in many workplaces, but not all are aware that it exists. Here are the signs to look for:

- You are being excluded from key projects or meetings.
- Comments that imply you may not adapt to new technologies or fast-paced environments.
- Assumptions that you're "too experienced" or "overqualified."
- Subtle language that praises younger colleagues for their "fresh ideas" while overlooking your contributions.

Call out bias with confidence - get inspiration from the scripts below to tactfully challenge bias.

Scenario 1

A colleague says, "This project needs someone more in touch with younger trends."

Response: "I've successfully led projects like this by combining my deep industry experience with a fresh, innovative approach. I'd love to bring that balance to this project."

Scenario 2

You're passed over for training on new technology.

Response: "I noticed the training opportunity for [specific technology]. I'd like to participate to ensure our team fully leverages this tool moving forward."



Showcase your value

A + R + I

Your achievements should always be measurable and impact-driven. Use this formula:

Action + Result + Impact (A+R+I)

Example: "Streamlined our client onboarding process, reducing average onboarding time by 30%, which improved customer retention rates by 15%."



Let us define your career superpowers!

For this reflection you will need 15-20 minutes. Answer the questions below, document your answers and use them to craft a personal "value statement" for future conversations.

- What **challenges** do you consistently solve at work?
- What **feedback** do you often receive from colleagues or leaders?
- How has your **experience** saved time, increased revenue, or improved processes?

Advocate for yourself with confidence

Use this step-by-step guide to framing your ask.

1

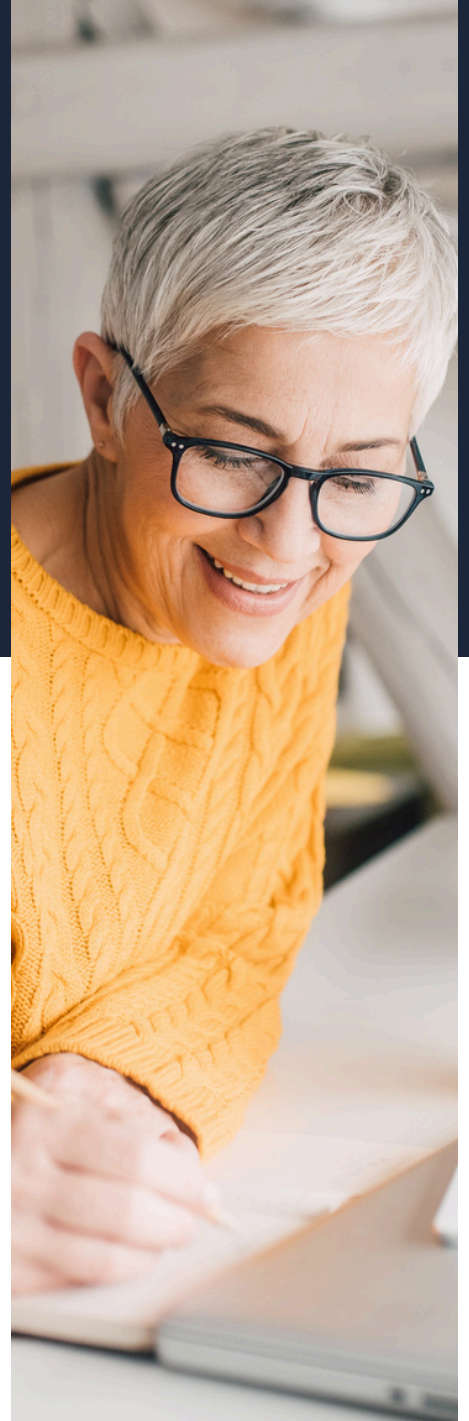
Start with what the company stands to gain.

Example: "I'd like to step into a leadership role to replicate the success I've had with [specific project] across other teams."

2

Be prepared to highlight your value.

Example: "With my track record of exceeding goals and managing high-performing teams, I'm confident I can make a significant impact."



Pro Tip!

Handling Objections

If someone questions your readiness based on age, respond with:

"Experience is what enables me to make strategic decisions quickly and effectively. I've seen how [specific accomplishment] benefited the team, and I'd like to apply that to larger challenges."



Build your network and find sponsors

A sponsor's role is to actively advocate for you in decision-making spaces. The focus for the sponsorship and your meetings should be career advancement (promotions or raises).

The first step to finding a sponsor is to ask your HR partner if your company has a sponsor program, if the answer is no - here is a step-by-step guide to find your sponsor:

- 1 Identify leaders in your organization whose goals align with your expertise. Start adding value to their projects—offer insights, suggest solutions, or volunteer for cross-functional initiatives.
- 2 Build trust over time and express your aspirations clearly.

Conversation starter script

"Hi [Sponsor's Name], I've admired your work on [specific project]. I'd love to discuss how my skills in [your expertise] might support your team's goals and contribute to [specific initiative]."

Embrace continuous growth



Staying relevant is key to success! Make sure that you stay ahead of industry trends and embrace AI by:

- Choose one emerging skill or tool to learn every quarter.
- Enroll in a AI course or workshop, and apply what you learn to a current project.
- Keep a record of how your new skills have impacted your team or organization.



Time to reflect and remind yourself of your value and your next steps!

Take at least 15-20 minutes to answer the questions below, document your answers and follow up in one month to track your progress.

- How can I use new **skills** to complement the expertise I already have?
- What are three **achievements** that prove my experience is invaluable?
- How can I use my skills to solve a current **challenge** at work?
- What is one **bold step** I will take this month to advocate for myself?

TIRED OF BEING IGNORED AND READY TO **ELEVATE** YOUR CAREER?

Book a free strategy call at
www.mariawandelstam.com

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