



Coaching midlife women

Three stages of ADHD for midlife women (perhaps for ALL ADHD adults)

1. Omigosh, I have ADD

- a. Relief, then the four of the five stages of grief as popularized by Elizabeth Kubler Ross:
 - i. Denial/shock
 - ii. Anger
 - iii. Negotiation
 - iv. Sadness/regret (Often seek coaching in this phase)
 - v. Acceptance – OK, I do have it! Next!
- b. Then – let's FIX it
 - i. Medication
 - ii. Nutrition
 - iii. Books
 - iv. Internet classes, research
 - v. Coach
 - vi. Organizer
 - vii. Organizing tools

2. OK, I think I like myself anyway!

- a. Comes during the acceptance stage
- b. ADD isn't going away; it's with me forever – not part time
- c. I've worked out some strategies that work, but it's never going to be perfect
- d. My dishes still aren't done, but they'll get done eventually
- e. I am not my ADD, I'm ME
- f. I actually like who I am

3. Digging deeper

- a. I like myself, but who the heck am I anyway?
- b. Sorting out the ADD from the authentic woman and reintegrating it
- c. Then do I dare dream again? Long lost dreams crushed by dealing with ADD and life in general
- d. Time to try on old dreams to see if they still fit (Ballet dancer? Nope archeologist? Maybe)
- e. Stay open to new possibilities
- f. How can I put my arm around my ADD, bring it along and let it help guide my dreams instead of crashing them (like walking through wet cement leaving permanent tracks)
- g. Midlife women are hungry for meaning



Coaching strategies for women 40 and better

1. **Be prepared with a slew of “tips and tools” for the first month or two of coaching**
 - a. They want to change their lives; if you give them just the right “tip” it’ll all be fine (or not!)
2. **They’ll need some education, even if they are “experts” in ADD**
 - a. “You mean illegible handwriting is about ADD, too?”
3. **Midlife women are eager for accountability, but the glow wears off quickly**
 - a. It’s never worked before, why should it work this time?
 - b. Reassure them that it CAN be different; essential positivity
4. **Be prepared to gently create the dance of trust**
 - a. These women have been hiding so long they sometimes don’t even realize the “secret” until the façade falls away
5. **Be prepared for to veer into deeper topics**
 - a. Coaching midlife women quickly becomes LIFE coaching
 - b. Midlife women have astonishing eagerness and willingness to change (what do I have to lose at this point?)
6. **Remind them constantly that it’s never too late to shine**
 - a. Midlife ADD women need reassurance that life still holds promise
7. **Be prepared to offer an inordinate amount of encouragement**
 - a. Between sessions, during sessions, even minute-to-minute
 - b. Expect wild swings in mood and optimism
 - c. But also expect that you will see amazing tenacity – these women are READY and they know time is short. They want to do it NOW...
8. **Be prepared for amazing transformation**
 - a. Even the most desperate midlife woman (ready to apply for disability and quit her job) can find her place in the world
 - b. Hold that vision for and of them – always

Coaching opportunity:

--To awaken and nurture authentic confidence, self-awareness, optimism and trust in midlife women.

--To validate their innate wisdom, which, in turn, is passed forward to their families, their employees, their grandchildren, everyone they touch.

Remember: Your coaching changes the world! Celebrate yourself!