

BACKGROUNDER – JANE GENOVA, COACHING FOR THE OVER-50

Age bias in professional life? It's there. But, as a coach, I help the over-50 develop a new playbook. My name is Jane Genova.

The edge I bring is my background in marketing and sales. That means job searchers think, write, and talk like salespeople. Here is my recent article which outplacement firms have linked to -<http://over-50.typepad.com/over-50/2018/03/phone-interview-how-not-to-sound-old.html>

APPROACH:

Action-oriented. Structured around four questions: Where are you now, where do you need/want to be, how do you get there, and what are results, so far.

PUBLISHED ARTICLES:

<http://www.odwyerpr.com/story/public/10553/2018-04-26/ageism-audits-rebranding-clients-as-age-neutral.html>

<http://www.odwyerpr.com/story/public/10495/2018-04-16/ageism-bites-both-workers-businesses.html>

NEW BOOKS:

“Over-50: The Four Monsters in the Mind” <http://over-50.typepad.com/over-50/2018/04/ageism-bites-.html>

http://lawandmore.typepad.com/law_and_more/2018/04/ageism-next-bigbusiness-crisis.html

EARLIER BOOKS:

“Over-50: Pioneers in the New Wild Wild West”
“The 14 critical Years of Your Professional Life”

WEBSITES:

<http://over-50.typepad.com/over-50/>
<https://wordpress.com/post/agingonyourowntermsthecoach.wordpress.com>
http://lawandmore.typepad.com/law_and_more/

EXPERIENCE:

Paid coaching for diverse professionals, pro bono coaching for displaced lawyers, volunteer coaching for mothers in recovery returning to workplace, graduate assistant for two Dale Carnegie courses, marketing communications consultant for RiseSmart (outplacement/career transition), career columnist for AOL, lecturer on career transition at the New York State Bar Association, thought leadership featured on First Sun

Consulting (outplacement/careertransition), published article for Harvard Law School alumni, and co-author of “The Critical 14 Years of Your Professional Life” (went from hardback to paperback to e-.)

EDUCATION AND TRAINING:

Graduate studies in counseling and interview technique at Case Western Reserve University, contract law at Harvard Law School, advanced financial communications at McGraw-Hill, three Dale Carnegie courses.

TESTIMONIALS:

Mark Misercola – Speechwriter

“For the past two years, Jane has helped me age more gracefully by opening my eyes to new opportunities and endeavors that will serve me well when I eventually retire. And some – like writing about my passion for collectible cars – I’ve already started on.”

Tara Belsare – Physician

“Jane encourages me to examine aging with depth and wit. She encourages me to write about the process. She has opened my eyes to the fact that I am, in fact aging.”

Name Confidential – Disbarred Lawyer

“Nearly 70, I was able to move onto a new career path.”

The Next – Please contact Jane Genova at 203-468-8579, janegenova374@gmail.com, SKYPE (genovajane, @genova_jane.