

## **Challenging the Agist Narrative: Reclaiming Ambition, Growth and Engagement**

Life is for the living, yet at a certain age, society sends a message that we have achieved a certain level, role, or age (Weir, 2023), and therefore should slow down, avoid ambition, and create opportunities where we could face disappointment (Liang & Luo, 2012). So instead, we tell ourselves - no more ambition, excitement, or looking forward to anything beyond retirement and slowing down (Dionigi, 2015)? We are expected to let others take the strain and simply support younger people in their endeavors.

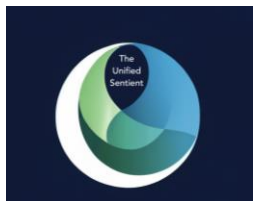
However, I argue that at any age, we can have ambition, desire, and the willingness to achieve, grow, and engage in new opportunities (Tornstam, 2011). We can be whoever we want to be, whoever we can become. While there may be certain restrictions, most are self-imposed. In the last couple of years,

I have had the opportunity to pursue a parallel career. The creative path has enriched my professional life as a consultant and dispute resolution expert. Working together provides immense value, reward, regeneration, and nourishment.

If I can rediscover and re-engage aspects of myself that I thought were no longer possible or probable, so can you. Instead of hesitating and wondering "what if," we should make the most of the time we have to create opportunities for growth, development, expansion, living, learning, and experiencing (Reker & Woo, 2011).

I have discovered that the following are essential:

1. **Learn Continuously:** Maintain a constant ability and desire to learn something new, whatever that may be.
2. **Be Present:** Embody who you are, what you are, and who/what you want to become. Much of the time, we live in a semi-conscious state, going through routines without full awareness (Kabat-Zinn, 1994). Reclaim your senses and consciousness to fulfill your potential.
3. **Reflect and Assess:** Take time to understand what happened and can be learned from experiences to achieve growth.



4. **Practice:** Practice the previous three elements, but also practice being present, listening, and whatever else will facilitate learning, embodiment, and growth.

I will be expanding on the concepts of identity, communication, and creativity in a series of business-critical Vlogs, articles, and publications. Please follow the link for the Vlog, which incorporates and expands on what has been suggested.

I look forward to guiding and partnering with you as we explore opportunities to grow, develop, expand, and fulfill our potential, not listening to societal limitations surrounding age (Tornstam, 2005).

Please subscribe to the [Youtube channel](#) and contact me via the details below for our ongoing journey together.

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## References

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