



# Alison Pena aka Bad Widow

## Leading Expert on Navigating the 3 Levels of Loss

### Bio

Of the 13.7 million widowed persons in the U.S., 11 million are women. Loss of a spouse or partner has severe emotional, economic, health and social implications for any widow, whether death occurred suddenly or after a prolonged illness. Many widows experience:

- Overwhelming grief or numbness, loss of focus or gaps in memory
- Inability to work effectively or confidently make decisions alone
- Struggling to pay bills, manage finances or hire your own experts
- Suffering from stress-related issues such as insomnia, depression and anxiety
- Losing touch with family and friends who can't handle 'too much' grieving for 'too long'
- Shame or guilt when ready to 'move on', date and maybe find love again

Widows hire Alison to learn how to 1) heal from their loss peacefully, 2) rediscover their autonomy, strength, and competence proactively, and 3) rebuild their supportive community strategically. Professionals who serve widows hire Alison to gain clarity on how to listen to their clients and advise them, without making inappropriate assumptions.

Widowed in her 50s, after caring for her husband throughout his losing battle with pancreatic cancer, Alison learned that some people's discomfort with her grief after his death leads them to be silent, treat her as broken or stay away, unsure of what to say or do. Now, as a consultant who provides out-of-the-box solutions for people who have lost a loved one, Alison is uniquely qualified to speak passionately and powerfully about this journey, offering innovative solutions to help others rebuild their lives after losing a spouse or partner.

Her *Navigating the 3 Levels of Loss* message shows widows how to grieve for as long as necessary AND re-engage fully in all aspects of their lives.

### ALISON'S MOST POPULAR MEDIA TOPICS

**WHO AM I NOW I AM SINGLE?** - You were part of a "we" and now you're an "I". Learn what autonomy means for you today as you actively explore what you want.

**Value add for the audience:** Learn how to practice self-care without shame, make decisions without second-guessing yourself, and be true to yourself first.

**IF YOUR SUPPORT SYSTEM IS SHAKY, REBUILD BETTER FROM SCRATCH -** Some people made assumptions instead of listening or asking how you were and what you needed. Strategically assess your existing community, say goodbye to those who no longer fit and find *your* people for the community of your dreams.

**Value add for the audience:** Every one of us will experience loss on our lifetime. Guaranteed! Learn this 3-part Rebuild Your Supportive Ecosystem process and be able to proactively rebuild your personal and professional networks as needed.

**ONLINE DATING: LEVERAGING YOUR SUPERPOWER** - You know life is short and to be lived fully. You are brave enough to start dating again, even if you forgot how beautiful you are and still remember the taste of your beloved's lips.

**Value add for the audience:** You may have mixed feelings about dating or even feel renewed waves of grief. Learn how to leverage online dating to boost your confidence, connect with good men and politely and quickly say "No" to the jerks.

### AMERICA'S WIDOWHOOD CRISIS



Recent data shows, of the 13.7 MYN widowed people in the US, 11 MYN are women.



Sleeplessness impairs memory, decision-making, judgement and mood.



According to the American Psychological Association, after a loss, shock, confusion, sadness, depression, anxiety, loneliness, anger and fear are all common experiences.



According to the NIH, grief affects how you feel, act and think. Reactions differ and there is no predictable timeline for its completion.

### Testimonials:

"I have personally seen a transformation in how I care for myself, connect to others, and set (and ACHIEVE) insanely amazing goals that I never dreamed possible."

Marina D., *Clinical Intelligence Researcher*

"Passionate, very articulate and inspiring. Alison shares a great message for those struggling to figure out who they really are and what their value is."

Tracy O., *Real Estate Professional*

### CONTACT

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