**Let’s talk about the menopause…**

**By Kirsten Trussell, Founder and Owner of Kirsten Trussell Coaching and Consultancy**

October is World Menopause Month and World Menopause Day is held every year on the 18 October. The purpose of the day is to raise awareness of the menopause and the support options available for improving health and wellbeing.

A few years ago I'm pretty certain this day would have passed by most of the population unnoticed. That's a changing picture now as more businesses are realising the potential impact of the menopause on their workforce and ultimately on their bottom line.

**Why are we talking about it now?**

I’m sure you’re aware that the UK workforce has changed considerably over the last 50 years. I’m pretty certain you know that women now make up nearly half of that workforce. What you possibly don’t know is that menopausal women are its fastest growing demographic, and more notably, nearly 8 out of 10 menopausal women are in work.

**So, as an employer, why should you be interested?**

Menopause affects everyone differently, but it is a time of great fluctuations in hormones, and it is possible for individuals to experience a variety of unpleasant and challenging symptoms. The most common symptoms that have an impact in the workplace are anxiety, brain fog and fatigue, and these often lead to lack of confidence and self-esteem.

Tasks and responsibilities that were routine before can suddenly seem impossible. Brain fog and memory lapses can significantly affect someone’s ability to present, teach or speak at meetings. Fatigue and sleeping problems can have a huge impact on punctuality, performance, and energy. Physical symptoms can be embarrassing and inconvenient.

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Often women are reluctant to talk about their menopause symptoms and the support that they need for fear of being mocked, humiliated, or disregarded. Instead, they are asking to go part-time, they are turning down promotions and one in ten are leaving their jobs.

**Want to find out what you can do to support?**

Then sign up to the **webinar** that I’m delivering especially for SCTP members on 21 November. You’ll come away with a greater understanding of the menopause and why it is so important to ensure that you have a safe and supportive environment in which to get the menopause conversation started.

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Kirsten is Founder and Owner of [Kirsten Trussell Coaching and Consultancy](https://www.kirstentrussell.co.uk). She works with small businesses with a predominantly female workforce that are at risk of losing skilled and experienced women because of the challenges they may experience with menopause. She offers menopause awareness sessions, management training and one to one coaching to help you support those women and keep them in your business.