

Tina Bernard Introduces Four Pillars of Purpose Framework for Women Navigating Midlife Change

The Badass Arts™ founder challenges the pressure to identify one life-defining purpose and reframes purpose as a practice for every season of life

LOS ANGELES, CA, UNITED STATES, September 2, 2026 /EINPresswire.com/ -- Women over 40 are often told they need to find their purpose, reinvent themselves, or finally figure out what they are meant to do. Personal development expert and founder of [The Badass Arts™](#), [Tina Bernard](#) believes that pressure misses the point. Her Four Pillars of Purpose framework offers women a different way to think about meaning.

Bernard did not grow up with the luxury of calmly considering what she wanted to do with her life. She grew up in chaos, where survival came first. Understanding who she was and what she wanted came later.



Tina Bernard

"I was the first to go to college in my family," Bernard explains. "I was unsure of my path and pressured to become a doctor, but that did not pan out. By the time I reached 40, I felt confused about myself and my direction in life. I had so many questions. My ambition was stuck somewhere between the expectations of others, happenstance, and what society said I should do."

In her conversations with women, Bernard has learned that many struggle with the idea of finding their purpose. It can feel like another assignment they have somehow failed. Had they missed the boat during those crucial purpose-making years?

"Others may have an inkling of what they long to do or create but are afraid to admit it or reach for it. Still others assume that because they have not found their one big thing by a certain age,

they must have somehow missed their chance,” she explains. “Is it any wonder so many people feel as though they fell out of the purpose tree and missed every damn branch?” Bernard finishes.

“The way we often talk about purpose is fundamentally flawed,” she says. “We make it grandiose: something we are supposed to discover and spend our lives fulfilling. But for those who grew up in chaos or lived through trauma, the first priority may simply have been to survive and find stability. That does not mean they are behind.”

As children grow up, careers change, and relationships evolve, women can easily feel as though they need to start over or find an entirely new purpose. Bernard’s message is that change does not mean purpose has disappeared. Its expression may simply change. She encourages women to ask what deserves their time, energy, attention, and love now.

“You can labor differently at 55 than you did at 25,” Bernard points out. “You can learn something entirely new at 70. You can fall madly in love with a person, a place, an idea, or your own life at any age.”

Bernard distills her approach into four pillars: Laugh. Learn. Love. Labor.

Laugh: We are here to enjoy being alive. Joy matters. Laughter matters. Seeing the world with childlike eyes matters. Notice the small things that delight you, make room for silliness, and let ordinary moments feel extraordinary. Life is serious enough without making seriousness the measure of a meaningful life.

Learn: Stay curious, ask questions, and remain willing to change your mind. Bernard also encourages people to share what they learn rather than allowing their wisdom to end with them.

Love: Love is more than an emotion; it is an action. It means showing up, caring, risking connection, and allowing yourself to be known.

Labor: Contribute something that leaves the world a little better. Bernard connects this idea to tikkun olam, a Jewish concept often translated as “repairing the world.” It happens through what people create, teach, protect, nurture, build, and give.

“These four pillars remove some of the enormous weight we place on discovering one grand purpose,” Bernard says. “No station in life has a monopoly on purpose.”

Bernard now shares this philosophy through her work with The Badass Arts™. Through writing, workshops, speaking, and personal-development programming, she helps people apply the Four Pillars. Ultimately, Bernard says women do not need to have their entire future mapped out to live meaningful lives.

“Perhaps the better questions are: Am I laughing enough? Am I still learning? Am I loving well? And am I doing something, however small, to help repair the world? If I can keep answering yes to those four questions, I’m no longer concerned with finding one grand purpose. I’m too busy living it.”

About The Badass Arts™

The Badass Arts™ is a personal-development platform founded by Tina Bernard. Through writing, workshops, speaking, and educational programming, Bernard helps people get better at choosing better so they can create lives they actually love living.

To learn more, visit The Badass Arts™ at <https://www.thebadassarts.com/>.

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