



Equipping and Empowering Girls to  
Courageously choose real everyday.

**INVESTING IN GIRLS' IDENTITY,  
CONFIDENCE AND POTENTIAL.**



# WORKSHOP

*creating a shift in how girls see themselves, others and the world.*

HOW TO...  
*Courageously choose real everyday*

*and know you are more than enough.*

**BE BRAVE · BE YOU · BE FREE**

**THIS IS WHO I REALLY AM  
NO MATTER WHAT. I KNOW MY TRUE WORTH AND VALUE.**



## THE PROBLEM: I AM NOT ENOUGH!

*70% of girls believe they are not good enough or don't measure up in some way.*

### THE FOUNDATIONAL ISSUE = HOW GIRLS SEE THEMSELVES, OTHERS AND THE WORLD.

**LOW SELF-ESTEEM** is a thinking disorder in which an individual views herself/himself as inadequate, unlovable, and/or incompetent. Once formed, this negative view permeates every thought, producing faulty assumptions and ongoing self-defeating behaviour.

#### OUR GIRLS ARE CURRENTLY SEEING THEMSELVES THROUGH:

##### DISTORTED FILTERS

Media, perfectionism, comparison, opinions and labels of others

##### DISEMPOWERING INTERPRETATIONS

Of past painful experiences of failure, shame, disappointment, fear, rejection, inadequacy, criticism, abuse ++

##### FAULTY MINDSETS

Limiting beliefs, negative self-talk / self-perception, unrealistic expectations

##### CURRENT CHALLENGES AND CHANGE

Letting challenges define them, overwhelm, undervalue, forget their strength

#### LEADS TO:

- **SELF-SABOTAGE** – disqualifying themselves from belonging, contributing, achieving, and growing. Limited or no self-acceptance and belief.
- **COMPARISON AND COMPETITION** – unable to acknowledge their own worth and value or the unique value of others. Damaging themselves and others in the strive to “be enough”.
- **POOR MENTAL HEALTH** – negative self-perception, inability to cope with challenges, increased depression, anxiety and disengagement. Constantly feeling unworthy, powerless and hopeless.
- **SELF-DESTRUCTIVE BEHAVIOURS** - escaping or compensating for negative self-perception

### WE MUST BREAK THIS CYCLE



# THE SHIFT / SOLUTION

## WORKSHOPS

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ChooseREAL Workshop is an **INTERACTIVE EXPERIENCE**.

The workshop **EMPOWERS GIRLS TO POWERFULLY SHIFT THEIR PERCEPTION OF THEIR SELF AND OTHERS**, giving them self-confidence, alleviating low self-esteem and its damaging impacts.

It is designed to **HELP GIRLS CREATE IMMEDIATE AND LASTING BREAKTHROUGHS** in their limiting beliefs, negative self-talk, mindsets, and develop tools to endure and thrive through ongoing pressures and life's challenges.

This is a **WORKshop** where girls are engaged in activities and discussions, equipping them to “do the work” now and have the tools to continue making impacts in their lives and those around them.

### OUR GOALS:

- Shift how girls see themselves, others and the world around them
- Leave girls feeling, knowing and being confident in their REAL worth and identity
- Experience and have the tools to chooseREAL everyday

### BENEFITS / TRANSFORMATIONAL OUTCOMES FOR GIRLS:

**GROW IN  
SELF ESTEEM AND  
CONFIDENCE**

**VALUE OTHERS**

**IMPROVE  
MENTAL HEALTH**

**MAKE EMPOWERING  
CHOICES**

**1. GROW IN SELF ESTEEM AND CONFIDENCE** – having a healthy self-perception enables girls to embrace who they really are, be brave against all that’s trying to distort them, grow in their strengths, discover their unique characteristics, reach their potential and enjoy life.

**2. VALUE OTHERS** – when girls can see their own worth and value, they can see and encourage the value of others, genuinely support work together, and positively contribute to our community.

**3. IMPROVE MENTAL HEALTH** – giving girls the opportunity to learn and practice mental health tools, strategies and mindset shifts will increase emotional, psychological and social wellbeing – endless ongoing benefits. Girls are better able to endure and thrive through the stresses and challenges of life.

**4. MAKE EMPOWERING CHOICES** – when girls know their infinite worth and key tools to choose their thoughts, words and actions, they can design the life they choose, and make choices that positively affect their current moment and future.



# CHOOSE REAL WORKSHOP

## EMPOWERING INCURSION

INTERACTIVE WORKSHOP + PRACTICAL BREAKOUT SESSIONS

### 3 CORE LESSONS – BE BRAVE. BE YOU. BE FREE

#### BE BRAVE – WHAT’S COMING AT US

- Identify and watch out for what we’re allowing to distort/hide our identity

#### BE YOU – WHAT’S REALLY WITHIN US

- Be your OWN STYLIST and CHOOSE the ACCESSORIES WE WEAR
- Letting go of “not enough” and embracing and celebrating our REAL identity and value

#### BE FREE – WHAT COMES OUT OF US

- Daily tools to ChooseREAL. Reframe it, get perspective. Own and share our story. Empower ourselves and others. Go after our dreams. Find freedom in anything we face.

### 3 CORE TOOLS – TANGIBLE TAKE-HOME REMINDERS



**EXCHANGING OUR GLASSES – LIMITING BELIEFS / HOW WE SEE OURSELVES**



**EXCHANGING OUR HEADPHONES – SELF-TALK / MINDSET**



**SHIFTING PERSPECTIVE / FOCUS** – no matter what is happening, being able to reframe it and get empowered

## BENEFITS / OUTCOMES FOR SCHOOLS:

**INCREASED POSITIVITY AND ENGAGEMENT AMONG STUDENTS**

Enhancing academic success, personal satisfaction and growth, friendships, leadership and enjoyment

**INTERACTIVE EXPERIENCE**

Creating a positive shift in individuals, relationships and the culture of your school

**ACTIVELY ADDRESSING MENTAL HEALTH**

+ the wellbeing framework + PDHPE Personal Development, welfare

**ONGOING TOOLS AND STRATEGIES**

That you can continue to use with your girls



# PACKAGES

## WORKSHOPS

*creating a shift in how girls see themselves, others and the world.*

### CHOOSEREAL WORKSHOP - EMPOWERING INCURSION

#### CHOOSEREAL GIRLS - KEY WORKSHOP

##### INTERACTIVE WORKSHOP + PRACTICAL BREAKOUT SESSIONS

**TIME FRAME:** 2+ hours (120-150mins)

**TARGET:** Girls - grades 7-12+ and grades 5/6

**GROUP SIZE:** Usually one grade or stage per workshop (depending on numbers)

**BONUS:** Take-home Tools + Workshop Journal + Teacher Follow Up Resources

**COST:** Contact us for a quote

We adapt the content for each specific age target.

#### CHOOSEREAL EXPRESS

Interactive Workshop

Time: 45mins-1 hour

Cost: Contact us for a quote

For: Girls in grades 7-12 + grades 5-6

BONUS: Take-home Tools + Workshop Journal

This is an express version of the workshop to meet your time constraints. However for the greatest impact we recommend creating time to allow girls to practice strategies, engage in breakout exercises and develop skills/tools together and immediately.

#### KEY NOTE SPEAKING / PANEL GUEST

Ruth can also customize a presentation to inspire, educate and empower your target group with these crucial insights and tools.

#### FULL DAY EXPERIENCE

We can also create a full day experience to leave your girls feeling empowered, inspired and equipped to courageously ChooseREAL everyday and shift the culture of your school. It can include our key ChooseREAL Workshop, Empower Workshops, Interactive Activations and specific engagements to meet your goals.



## EXTRAS

# WORKSHOPS

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## EMPOWER WORKSHOPS – ADDITIONAL

We offer specific workshops to further address some of the pressures girls face.

Topics such as:

- Media Detectives – Body image and the media
- Comparison and competition
- Perfectionism + unrealistic expectations
- Perspective shifters – overcoming challenges and change
- Achieving goals that boost self-confidence and worth

Time: 30 mins

Cost: Contact us for a quote add on

We can also customize special workshops.

## WORKSHOP ADD ONS:

We can set up activations to further engage girls/women in the message and give them opportunities to express it:

- Gold Foil Tattoo Booth – fun and beautiful reminder that sinks in deep.
- Story station – giving girls/women the opportunity to own and share their story
- ChooseREAL Selfie Station – with our blackboards, “I am \_\_\_\_\_ and I am MORE THAN ENOUGH”. Empowering participants to claim this truth and encourage others.

**GIFTS / GIVEAWAYS** – We have lots of beautiful gifts that you can add to your event – giving the girls a beautiful gift and reminder of their worth and value. Give out gift bags or use them as prizes / giveaways.

We create bulk pricing for items such as:

- Encouragement Cards
- Empower Cards
- Rose Gold Bracelets
- MoreThanEnough Cards
- Tattoo Sheets

Contact us for price sheets



# WORKSHOP STRUCTURE

## THE CHOOSEREAL WORKSHOP KEY ELEMENTS:

- Sharing REAL stories and strategies
- Powerful films - created with girls for girls
- Practical breakout activities
- Take-home Tangible Tools
- + Teacher follow up resources

## TAKE-HOME TANGIBLE TOOLS



## A FEW STORIES OF IMPACT

"I really needed this! Thank you, it was so so helpful. It's changed my life. Really, it was the best!" - Yr 8 student

"I've never heard anything like this before, every girl and women needs this. It's life-changing. Super interactive. So practical. So engaging. The films they've created speak straight to the heart and reveal what would take hours to unpack in a couple of minutes. I was so moved seeing all the girls get emotional as they let go of who they thought they had to be or what others have said over them. And began to see the unique beauty of who they really are - and those around them. All the girls were encouraging and lifting each other up - even those that previously were tearing each other down or hardly knew each other. Wow, this is the best workshop I've ever experienced. And best of all, the girls get beautiful take-away gifts and reminders of their worth and value. Couldn't recommend ChooseREAL more!" - Leader of Youth Camp

"I love what you do! It's changed how I see myself and others. It's the most amazing thing I've done." - Yr 6 student

"It's many months after the ChooseREAL Workshop at our school and I continue to have parents coming up to me in the playground, speaking about the impact that the ChooseREAL Workshop had on their girls. They all have their glasses and quotes stuck on their mirrors and pinboards. Many of our girls have broken lives but they were all BEAMING after the workshop - and they still are. Very full little love tanks. Every girl needs this." - Teacher





# WE ARE TAKING A STAND

to transform our culture and the way  
girls see themselves, others & the world –  
as whole, complete, not lacking, worthy, and  
more than enough, just as they are.



# YOUR WORKSHOP PRESENTER



Ruth and the ChooseREAL Team are committed to creating interactive, engaging and transformational experiences that leaves a lasting impact in the way girls/women see themselves, others and the world.

**RUTH LEWIS-JONES** is the award winning founder and CEO of the internationally acclaimed ChooseREAL Campaign and Nationally implemented Esteem Designz Program (a program building self-esteem, identity and confidence in girls – all through creativity).

She inspires everyone with her passion, persistence and expertise to make lasting impacts in the lives of girls and women in our communities.

Based in Sydney, Ruth also works as a school chaplain, youth developer, designer and is sort after to work alongside many schools and community and welfare organisations to invest in the potential of their girls. She has been working with youth for 15+ years.

Ruth is a beloved motivational speaker and workshop facilitator for schools, events and conferences. She is "one of us", overcoming these debilitating pressures herself and discovering tools and strategies to create transformation, freedom, hope and courage in our lives.

Ruth is the 2017 **NSW / ACT YOUNG ACHIEVER FOR COMMUNITY SERVICE + PEOPLE'S CHOICE**. In 2016, Ruth was named finalist for the **TELSTRA BUSINESS WOMAN'S AWARD** and the **NSW / ACT YOUNG ACHIEVER AWARDS**. She was also nominated for **YOUNG AUSTRALIAN OF THE YEAR**.

*Ruth – "I am passionate about helping girls / women not feel the need to hustle for their approval and acceptance, but claim their intrinsic worth, and be unashamedly authentic and REAL, not moulded into other's expectations, but free... Free to confidently be all they can be and reach their full potential."*





*Be brave . Be you . Be free*

*Embrace and celebrate your REAL identity and value.  
Live the life YOU CHOOSE.*

**WE WOULD LOVE TO DISCUSS OPTIONS WITH  
YOU AND TAILOR A WORKSHOP TO YOUR  
UNIQUE SCHOOL NEEDS.**

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