



YOU ARE NOT THE PROBLEM

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FINISH THIS SENTENCE:
"THE THING THAT KEEPS STOPPING ME IS..."

THE PROMISE OF TONIGHT



- Every answer in that chat has something in common.
- Not the specific thing - the structure underneath it.
- Tonight is about that structure.



THE RAGE

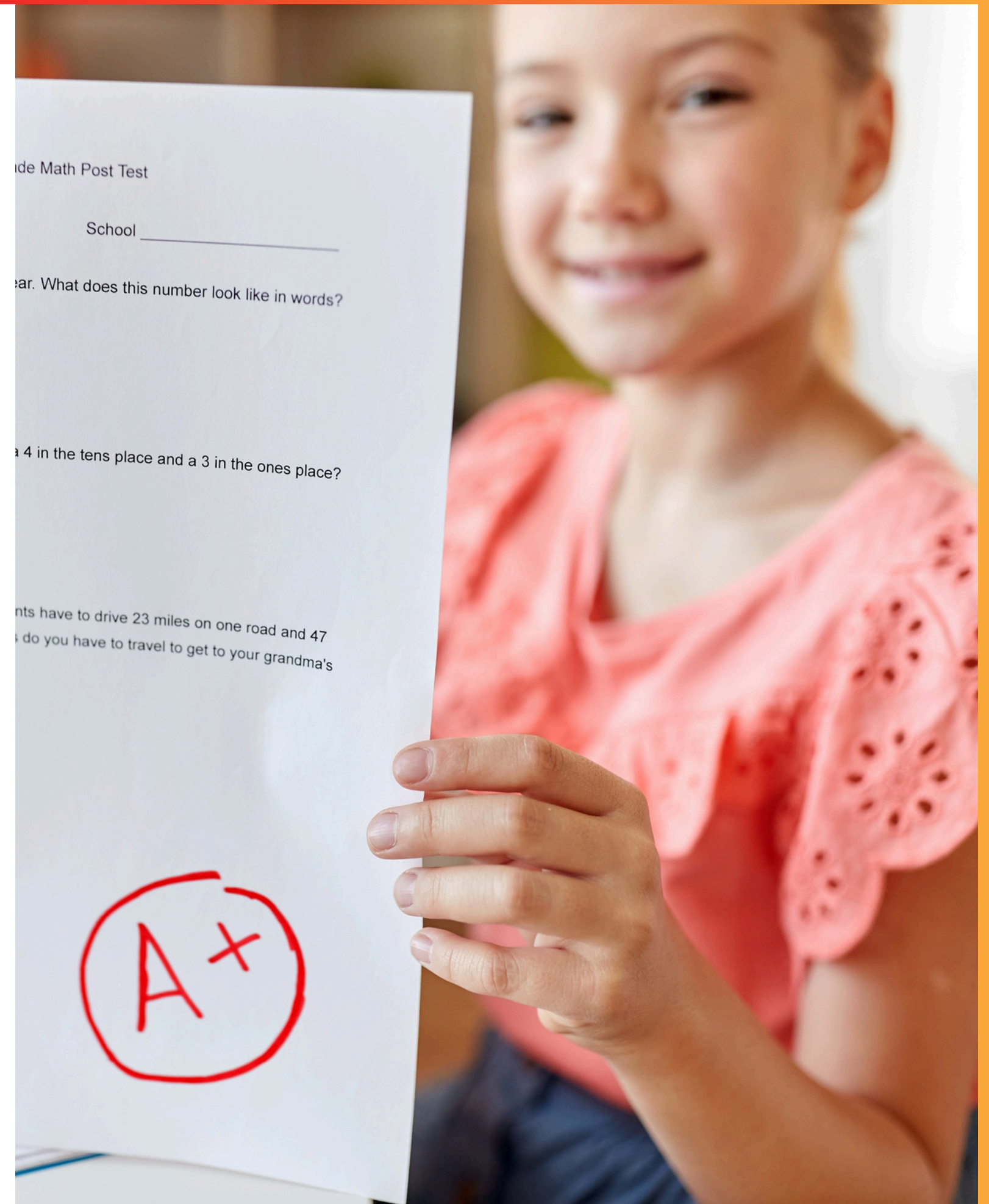
THE REFRAME



- You are not the problem.
- You were never the problem.
- You were trained.

WHAT IS GOOD GIRL CONDITIONING?

- The internalised rules women are taught - from birth - about how to be acceptable. Useful. Agreeable.
- It has a name. Once you know it, you can't unknow it.



Disempowerment

Lack of boundaries

"Imposter feelings"

Self-blame

External validation



Overthinking

Perfectionism

People Pleasing

Burnout

Fear

Judging others

Worrying about what others think

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SYMPTOMS OF GOOD GIRL CONDITIONING

Exhaustion

Overthinking

Worrying about
"shoulds"

Self-doubt

Policing other women



WHAT HAVE YOU SPENT YEARS THINKING WAS
WRONG WITH YOU THAT MIGHT ACTUALLY BE
CONDITIONING?



ALBERT BIDERMAN

Chart of Coercion (1957)



COERCIVE CONTROL STRATEGIES

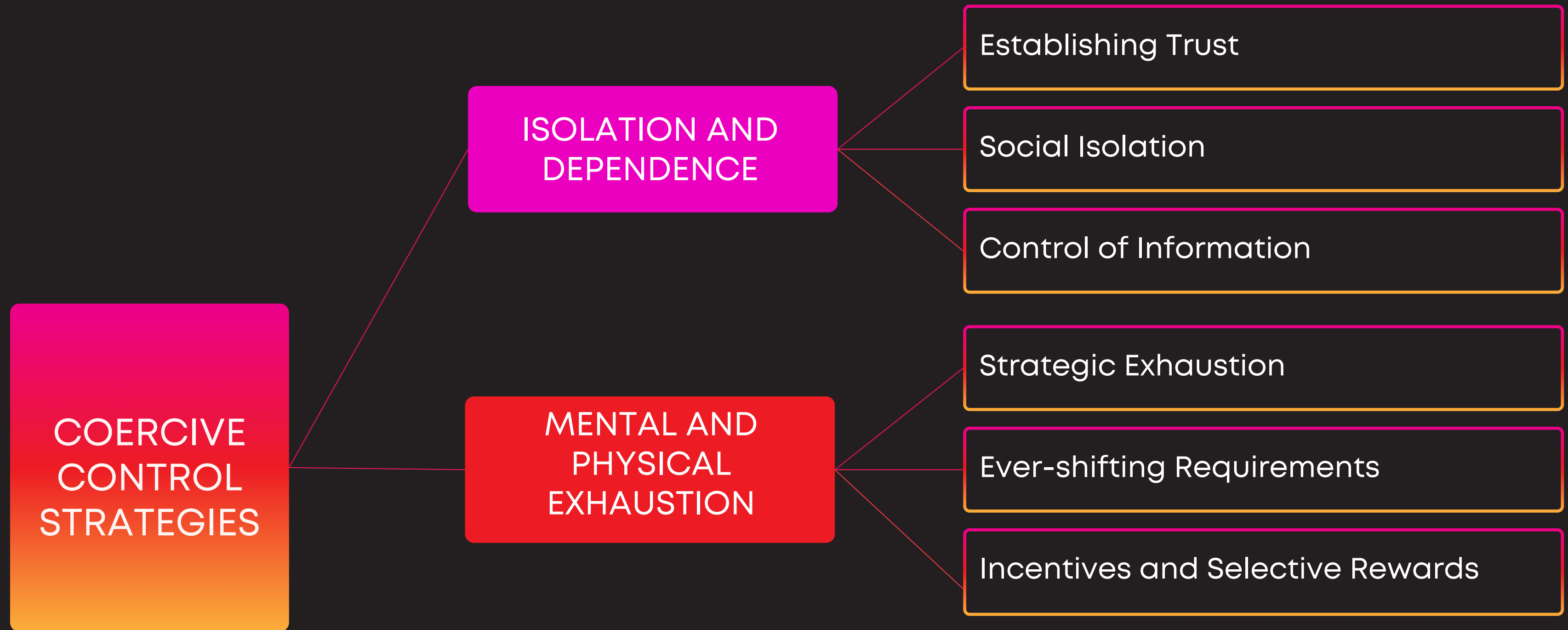
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graph LR; A[COERCIVE CONTROL STRATEGIES] --- B[ISOLATION AND DEPENDENCE]; B --- C[Establishing Trust]; B --- D[Social Isolation]; B --- E[Control of Information];
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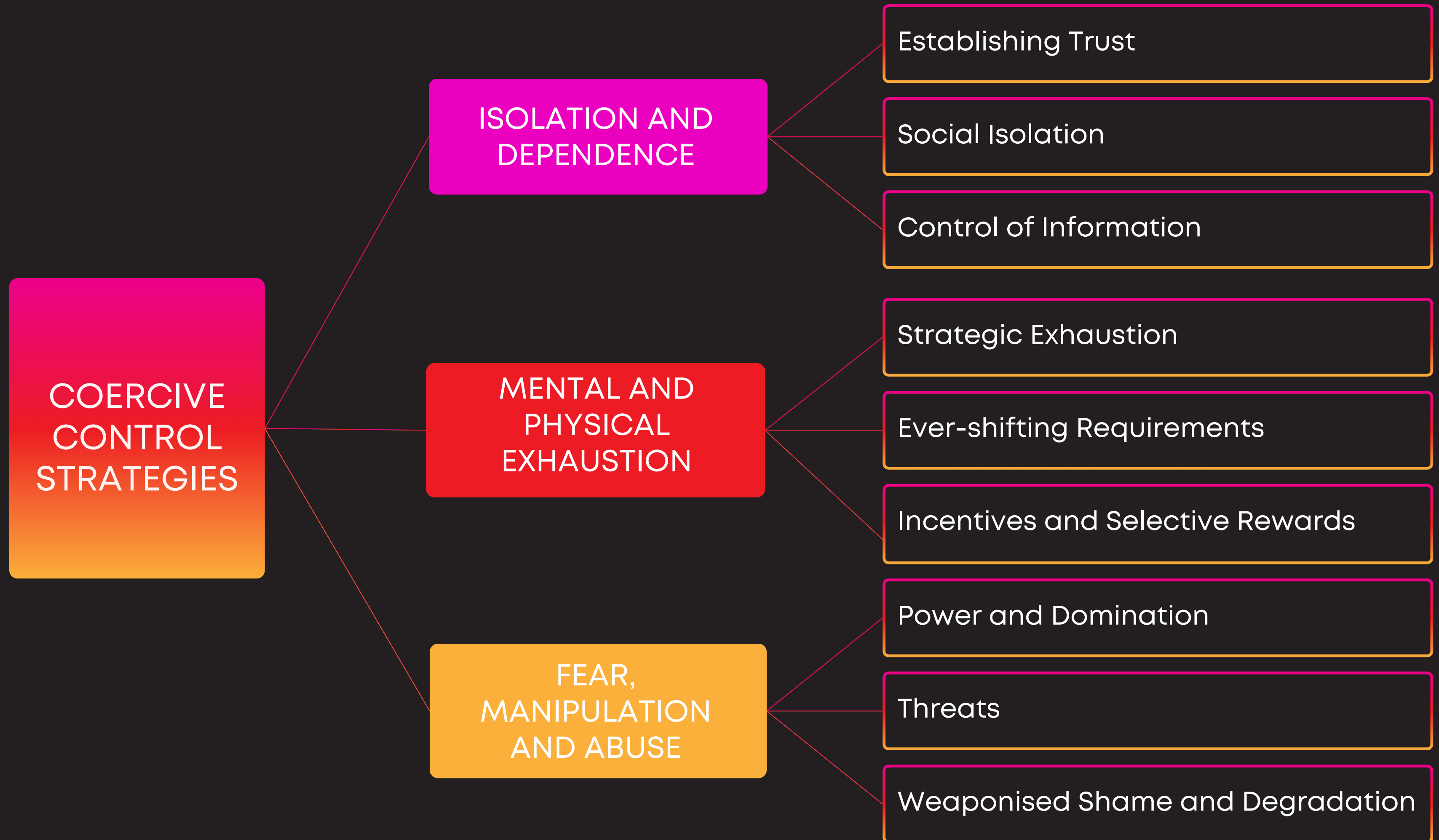
ISOLATION AND DEPENDENCE

Establishing Trust

Social Isolation

Control of Information





A man with dark hair and a mustache is standing in front of a glass door. He is wearing a black sweater with a white tiger print. He is holding a grey folder or book in front of his chest. The background shows a glass door with a reflection of a person inside. There are some plants hanging from the top of the door frame.

I'M FEELING THIS, LIKE, **DEEP**
ACHING SENSE OF DREAD

#SCHITTSCEEK

Pop TV

THE GOOD GIRL ROLES



- These roles are common coping strategies women develop to stay safe, accepted or valued.

THE GOOD GIRL ROLES



- These roles are common coping strategies women develop to stay safe, accepted or valued.
- Fight · Flight · Freeze · Fawn
- Your nervous system's four survival strategies.

THE GOOD GIRL ROLES



- These roles are common coping strategies women develop to stay safe, accepted or valued.
- Fight · Flight · Freeze · Fawn
- Your nervous system's four survival strategies.
- 16 distinct patterns of conditioned behaviour - built from those four.
- This is not a diagnosis. It's a mirror.

MEET THE 16 GOOD GIRL ROLES



- 🌸 Pleaser
- 📁 Perfectionist
- 🩹 Rescuer
- 🕊️ Peacemaker
- 🎭 Performer
- 🥊 Challenger
- 🔑 Gatekeeper
- 🗿 Stoic
- 💕 Caregiver
- 🧑 Chameleon
- 📖 Rule-Follower
- 🕯️ Invisible One
- 🔥 Over-Responsible One
- 🏝️ Outsider
- 🚦 Permission-Seeker
- 🤝 Defector

You may recognise yourself in one... or many.
They were never your flaws. They were your survival strategies.

THE TOP 6



-  The Caregiver (50%)
-  The Pleaser (46%)
-  The Performer (45%)
-  The Perfectionist (43%)
-  The Outsider (39%)
-  The Stoic (39%)





WHICH ROLE DID YOU JUST
RECOGNISE YOURSELF IN?

THE POWER LEAK MAP



Role	Threat response	What it protects	How power leaks	The cost	Remedy
The Caregiver	Fawn	Usefulness and love through giving	Prioritises others' needs first, gives beyond capacity, rarely receives	Energy collapse, resentment, loss of self in service of others	Schedule rest as non-negotiable - include yourself in the circle of care
The Pleaser	Fawn	Belonging and approval	Says yes before checking alignment, absorbs others' discomfort	Exhaustion, resentment, loss of own needs and voice	Pause before agreeing - feel the yes before you say it
The Performer	Fawn / Fight	Approval and control through image	Manages what is seen, keeps busy to avoid vulnerability, performs competence	Identity fatigue, invisible to those closest, worth tied to achievement not presence	Let one person see one unpolished version of you - notice what doesn't collapse
The Perfectionist	Flight	Competence and safety from criticism	Over-delivers and over-functions, sets impossible standards	Burnout, control tension, worth tied to output	Define enough in advance - practise stopping there
The Outsider	Flight / Freeze	Identity and autonomy through distance	Opts out before being pushed out, resists belonging, performs independence	Loneliness, missed connection, identity built on separation rather than choice	Let one person closer than feels comfortable - notice what you don't lose
The Stoic	Fight	Dignity and moral authority	Suffers in silence and keeps score, wields endurance as leverage	Unmet needs, accumulated resentment, relationships strained by unspoken weight	Name one need directly before resentment builds

THE KNOWING-DOING GAP



- You can name your patterns in real time.
- And then watch yourself do them anyway.
- That's not weakness. That's conditioning.

WHAT ACTUALLY CHANGES IT



1. Understanding the system at depth
2. Doing the work in community over time
3. Having it measured so you can see yourself changing



WHAT WOULD YOUR LIFE HAVE LOOKED LIKE
IF YOU'D HAD THIS INFORMATION TEN YEARS
AGO?

LAUNCH PRICE - JULY ONLY



- 3 private 1:1 sessions with Michelle
- + The Good Girl Roles Reference Guide
- + The Good Girl Roles Workbook
- £500 - price rises on 31 July (£1,200 value)
- Go on to join Rise Above and your £500 comes straight off.



1. realised

12-MONTH PROGRAMME



Rise Above: The Group Experience

For women who are done waiting for permission to be themselves.

27%

avg conditioning score reduction

100%

would recommend

44%

corporate reduction (AND-E)

28

women in Cohort 1

WHAT'S INCLUDED

- 12 x 2-hour workshops
- 12 x implementation sessions
- Monthly group coaching
- Private community access — from day one
- Eat the Frog co-working (x2 weekly)
- Lifetime access to future cohorts

REAL OUTCOMES — COHORT 1

- £47,500 pay rise
- Boundaries that actually held
- Left jobs that were destroying them
- Standing as a parliamentary candidate
- Healthiest relationships of their lives
- Stopped fixing people after 23 years

RISE ABOVE

£4,000
or £333/month x 12
or £167/month x 24

GO ALL IN — INCLUDES 12 X 1:1 COACHING SESSIONS

£6,444
or £537/month x 12
Pay in full bonus worth £1,100

"It will be the best investment you have ever made in yourself."
— Yvette Allan, Cohort 1

Starts 9 September 2026 · Community access from today · Elizabeth Lembke Scholarship — 4 fully funded places

bit.ly/RA-26

Early bird bonus (pay in full, before 31 July): 3 private 1:1 Power Leak Sessions + Reference Guide + Workbook - FREE, worth £500 - first 10 people only

REAL STORIES



- She stopped fixing people - after 23 years of personal development
- She asked for the pay rise - £47,500 more, per year
- She decided to stand as a parliamentary candidate
- She set the boundary - they didn't like it. She didn't collapse.



important enriching essential
inclusive heartwarming validating uplifting
powerful life-changing
connect fun brilliant revolutionary meaningful
nourishing eye-opening revealing empowering liberating
needed engaging
deeply-human feminine-power energising
transformational overdue
chaotic loving supportive
restorative affirmative
community-building witchy invigorating
rewarding thought-provoking
inspiring fab vital

TIPPING INTO ACTION



1

NAME YOUR ROLE

Which one did you recognise tonight - Caregiver, Pleaser, Performer, Perfectionist, Outsider, Stoic, or another? Be specific.

2

SAY IT OUT LOUD

Accountability changes behaviour. Post it in the chat, or tell one person tonight - before you try to change it.

3

FIND YOUR STABILISERS

Who will hold you in your value when the fear hits? Build that before you need it.

4

DO IT ONCE

Imperfectly. Messily. Just once. Then notice you're still standing.

"An unlearning of all the shit we've put up with that doesn't benefit us at all." - Claire, Cohort 1

THE GREATEST UNTAPPED RESOURCE ON THIS PLANET IS THE UNREALISED POTENTIAL OF WOMEN.



That's you.

And it starts with undoing what you were taught.

One action. Write down one place you'll do it differently. Just one. Starting tomorrow.

ENROL NOW
bit.ly/RA-26

BOOK A CALL
zeeg.me/michelle/30min

POWER LEAK SESSIONS
zeeg.me/michelle/power

EMAIL
michelle@deprogramming.company