



WHY YOU'RE EXHAUSTED

(AND IT'S NOT BECAUSE YOU'RE DOING TOO MUCH)

MICHELLE MINNIKIN

CHARTERED ORGANISATIONAL PSYCHOLOGIST & GOOD GIRL DEPROGRAMMER™

MICHELLEMINNIKIN.COM



WHAT'S THE THING YOU'RE MOST EXHAUSTED
BY RIGHT NOW?

THE PROMISE OF TONIGHT



- Tonight is not about adding another thing to your list.
- It's about understanding why the list never ends.
- There's a reason. It's not you.



THE EXHAUSTION THAT REST
DOESN'T FIX

WHAT EXHAUSTION ACTUALLY IS



- The cost of performing who you're supposed to be.
- Every. Single. Day.
- This is not about sleep.



WHERE IN YOUR LIFE ARE YOU PERFORMING
RATHER THAN JUST BEING?

GOOD GIRL CONDITIONING



The internalised rules that tell you:

Be Nice

Don't rock the boat
Don't cause conflict
Make people like you

Be Modest

Don't take up too much space
Don't blow your own trumpet
Wait to be noticed

Be Grateful

You're lucky to be here
Don't push your luck
Prove yourself first



#HRBigMeet



DOES THIS APPLY TO HOW
WE'RE CONDITIONED TO BE
"GOOD GIRLS"?

YES.



Biderman identified three major strategies of coercive control.

ISOLATION & DEPENDENCE

Keep people apart so they feel alone and can't organise resistance.

Applied to women:

Women are discouraged from forming alliances. Told their ambition is a threat to other women. Pitted against each other. Kept out of the rooms where decisions are made.

MENTAL & PHYSICAL EXHAUSTION

Weaken the ability to resist through relentless demands.

Applied to women:

The mental load. The emotional labour. Perfectionism. Over-preparation. Working twice as hard for half the recognition. Being expected to manage everyone else's feelings as well as your own.

FEAR, MANIPULATION & ABUSE

Real and implied threats for non-compliance that create despair.

Applied to women:

Be too much and you're labelled difficult, aggressive, bossy, emotional. Stay quiet and you're passed over. The rules shift. The goalposts move. And somehow it's always your fault.

Disempowerment

Lack of boundaries

"Imposter feelings"

Self-blame

External validation



Overthinking

Perfectionism

People Pleasing

Burnout

Fear

Judging others

Worrying about what others think

Policing other women

SYMPTOMS OF GOOD GIRL CONDITIONING

Exhaustion

Overthinking

Worrying about
"shoulds"

Self-doubt



ALL OF US NOW.

So when you blame yourself for being 'too much' or 'not enough'



YOU ARE NOT BROKEN. YOU HAVE BEEN COERCED.

These aren't your personal failings.

They are the entirely predictable result of a system
designed to keep you small, compliant, and peripheral.

Biderman's tactics - isolation, exhaustion, fear - weren't applied to you
by one person in one room.

They were applied by an entire culture, from birth.

Once you see the system, you cannot unsee it. And once you cannot unsee it - you have a choice.

THE 5 CORE RULES



1. Be helpful
2. Don't make a fuss
3. Put others first
4. Be grateful
5. Keep the peace



REFLECTION



- Which rules have I missed?
- Which rules are running your life right now?
- Where did you first learn them?

5 CORE RULES

1. Be helpful
2. Don't make a fuss
3. Put others first
4. Be grateful
5. Keep the peace

WHY WILLPOWER WON'T FIX IT



TREATING THE SYMPTOM

- Sleep more
- Set better boundaries
- Productivity systems
- Self-care Sundays



STILL
EXHAUSTED

TREATING THE SOURCE

- Name the conditioning
- Understand the system
- Do the work in community
- Over time

You can't willpower your way out of conditioning (sadly)



you've got *so*

REFLECTION



- What would it mean to stop running this rule for one week?

5 CORE RULES

1. Be helpful
2. Don't make a fuss
3. Put others first
4. Be grateful
5. Keep the peace

WHAT MADE THE DIFFERENCE



Yvette didn't become a different person. She had three things.

01

CONSCIOUS COMMITMENT

Yvette didn't drift into Rise Above. She was in a rut, knew it, and made a decision. She said she'd been wanting to set up her own thing for years and kept getting sucked back. She chose differently.

02

STABILISERS

Community. Cheerleaders. People who held her in her value when her conditioning screamed 'go back'.

03

EVIDENCE

She stopped fixing people. Not overnight - through repetition. Each time she held space instead of fixing, she got evidence: People didn't hate me. I'm still valued. I'm still respected. Until it became her new default.

None of this required 23 more years of personal development.



TAKE 30 SECONDS.

Where are you right now?

1. You are aware of the conditioning - but not acting on it yet

2. You have started to push back - but it still feels risky

3. You have this Good Girl Shit cracked

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



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

TIPPING INTO ACTION



1

NAME ONE PATTERN

Where does GGC show up most predictably in your life? Start specific.

2

MAKE A PUBLIC COMMITMENT

Accountability changes behaviour. Tell someone what you're going to do differently - before you do 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.

"It was the making the commitment - the coming to Rise Above - that was the decision to act."
- Sophie Meaney

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

EMAIL
michelle@deprogramming.company