Good Girl Deprogramming

presents

RISE ABOVE

The 12-Month Programme for Women Who Are Done Waiting for Permission to Be Themselves

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Good Girl Deprogramming in Community

"When you are truly at peace and in touch with yourself, and nothing anyone says or does bothers you, and no negativity or drama can touch you."

That is what we are building towards. Together.

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

- Claire, Cohort 1

STARTS 9 SEPTEMBER 2026 · ONLINE · UK & WORLDWIDE

Programme Overview

Rise Above is a 12-month group programme for women ready to break free from Good Girl Conditioning and lead their lives with grounded, rebellious self-trust.

This is not another leadership course. It is self-liberation disguised as personal development. Built on psychology, feminist theory, and the lived experience of working with hundreds of women, it takes you from recognising the conditioning all the way to evolving beyond it - and helping others do the same.

By the end of Rise Above, you will:

- Speak up without shrinking, spiralling, or second-guessing
- Say no without guilt - and mean it
- Set boundaries that actually hold
- Lead with confidence that is grounded, not performative
- Become so rooted in your self-worth, you are unfuckwithable

“What changed? My sense of self-worth”
- Tina, Cohort 1

"The first cohort quit jobs that were quietly destroying them, started the healthiest relationships of their lives, and stopped waiting for permission to take up space. Just so you know what we mean by unfuckwithable."
- Michelle Minnikin

Programme at a Glance

Format	Online via Zoom - morning & evening sessions each month
Duration	12 months: September 2026 – August 2027
Sessions	12 workshops · 12 implementation sessions · monthly group coaching
Community	The Good Girl Deprogramming Community App (private, moderated)
Eat the Frog	Open co-working sessions twice weekly - Monday 08:30–10:30 · Friday 15:00–17:00 (UK)
Recordings	All sessions recorded - watch live or catch up anytime
Breaks	Winter, Spring, and Summer breaks are built in throughout the year
Return	Lifetime access to future Rise Above cohorts - free, every September

Contents

Programme Overview	2
How Rise Above Was Born	4
The Work Behind Rise Above	5
Who Is This For	7
The R.I.S.E. A.B.O.V.E Framework	10
The Journey	12
How The Sessions Work	14
2026 - 2027 Session Schedule	15
What You Get	17
The Evidence - Cohort 1 Impact Data	19
Your Investment	24
Your Guide	26
What Cohort 1 Said	28
Frequently Asked Questions	30
The Elizabeth Lembke Scholarship	31
What Comes Next	34
Terms & Conditions	35
Ready To Rise	39

How Rise Above Was Born

Rise Above didn't start with a business plan. It started with a word.

Michelle was watching her most wonderful friend, Ceryn Rowntree, deliver a session on the story of Medusa when one word exploded out of the screen at her: Unfuckwithable.

She had been looking for the missing piece - the opposite of a Good Girl. The foundation. The destination. The reason any of this matters.

"When you are truly at peace and in touch with yourself, and nothing anyone says or does bothers you, and no negativity or drama can touch you."
- The Urban Dictionary - a totally valid dictionary

From that word, a framework built itself. Nine stages. A complete map of the journey from Good Girl Conditioning to sovereign self-leadership.

R.I.S.E. A.B.O.V.E.

R - Recognise Good Girl Conditioning
I - Involve Others
S - Self-Compassion
E - Empower Your Voice
A - Authenticity
B - Build Resistance
O - Own Your Power
V - Value Yourself
E - Evolve

This is not a random collection of personal development topics. It is a deliberate, sequenced journey - built on psychology, feminist theory, and the lived experience of working with hundreds of women.

Rise Above is that framework, lived. Over twelve months. With other women doing it alongside you.

The Work Behind Rise Above

Good Girl Deprogramming®

Rise Above is not a coaching programme that someone made up. It is built from over two decades of research and practice and a whole book - Good Girl Deprogramming® by Chartered Organisational Psychologist Michelle Minnikin.

The theoretical foundation is Biderman's Chart of Coercion: a framework originally developed to understand how coercive systems maintain control over individuals. Michelle applied this to women's socialisation, identifying the specific tactics a culture uses to condition women into compliance, self-limitation, and deference from childhood through to adulthood. The result is a precise, named, evidence-based account of why women do the things they do. Not because they are weak, difficult, or broken. Because they were trained.

The Good Girl Roles Framework

Through research and practice, Michelle identified 16 distinct patterns of conditioned behaviour - the Good Girl Roles. These include The Peacekeeper, The Perfectionist, The People Pleaser, The Defector, The Invisible One, The Performer, and others - each a different way the same conditioning can show up. Women typically carry several roles, often in tension with each other. The framework makes the invisible visible: once you can name a pattern, you can work with it.

The Good Girl Scorecard

Most personal development programmes ask you how you feel at the end. We ask you how you're doing at the beginning, the middle, and the end - because transformation that can't be measured can't be trusted.

The Good Girl Scorecard is a 72-item psychometric tool measuring 12 dimensions of conditioned behaviour. Participants complete it at the start, midpoint, and end of the programme. The mid-point assessment isn't a formality; it's a checkpoint. If progress isn't happening, we know early enough to do something about it. If it is happening, you get to see the evidence of your own change in real time. That matters more than you might think.

This is not an anecdote. This is data.

Cohort 1 results (7 months): The average conditioning score fell by 27%. 16 of 18 participants improved their score. The biggest individual reduction was 36 percentage points - more than half a person's baseline conditioning score, gone in seven months.

Elevate - our corporate Rise Above programme (12 months): The average conditioning score fell by 44%.

For context: most personal development programmes measure satisfaction. We measure satisfaction too - and in Cohort 1, 100% of participants said they would recommend the programme. But we don't stop there. We measure actual change.

The Book

Good Girl Deprogramming is now published and available. It sets out the full framework, the research behind it, and the twelve-chapter journey through each element of the conditioning. Many participants in Cohort 1 had read the book before joining Rise Above. The programme is the book, lived in community, over time, with other women doing it alongside you.

"I'm a psychologist. I've trained people. I've worked in personal development for years - yet despite all that, Michelle introduced things I'd never even thought of before."

- Rise Above participant, Cohort 1

Who Is This For?

Rise Above is for the woman who knows she is meant for more - more impact, more freedom, more truth - but keeps getting stuck in the script she was handed.

The Quiet Overachiever

Smart, capable, and constantly praised for being reliable - but exhausted from always holding it all together. She keeps the plates spinning and is sick of shrinking in meetings, second-guessing every decision, and pretending she's fine.

The Firestarter in Disguise

She's got big ideas and bold opinions, but learned early on that being 'too much' comes with a price. The rebel in her is waking up. She's ready to stop apologising for wanting more and lead like the wild, wise woman she truly is.

The Self-Awareness Seeker

She's done therapy, read the books, listened to the podcasts. She knows her patterns - but is still stuck. She's tired of insight without action and craving real community, radical honesty, and the kind of support that doesn't try to fix her.

The Woman Who Knows But Can't Quite Stop

She can name her patterns in real time and then watch herself do them anyway. She needs somewhere to do the work out loud, with women who get it, so the understanding she's been carrying alone finally has somewhere to land.

This is also for you if:

- You've been labelled 'too emotional', 'too quiet', or 'too much'
- You say yes when you mean no
- You're tired of shrinking to fit rooms you were never meant to be small in
- You know you're powerful, but something keeps getting in the way
- You ache for a community of women who get it

Who joined Cohort 1

Cohort 1 was 28 women from across the world and across every kind of working life. Here's who showed up:

Where they joined from: UK · USA (New York & Oklahoma) · Germany · Norway · New Zealand · Ireland

Their backgrounds: Psychologists (clinical, organisational, educational) · Coaches · HR Directors · Heads of Policy · Senior Sales Directors · Business owners · Recruitment professionals · Teachers · Community workers · Social workers · Supply chain professionals · Photographers

Employed and self-employed. Thirties to sixties. At the start of their careers and at the top of them. What they had in common wasn't their job title or their postcode. It was the quiet exhaustion of having spent too long being 'good'.

Why They Joined

In their own words:

"Michelle was the first person to articulate that the weird things I do are part of a societal pattern. I knew I had these tendencies, but I was worried that if I took them out, there would be nothing left of me." - Kate

"I needed connection, to stop people pleasing, and to regain my confidence." - Tina

"Because doing the deprogramming journey on your own is hard, if not impossible. You get stuck in loops. You wonder if it's worth it. It's very depressing when you realise how deeply ingrained patriarchy is in every aspect of life - so you want to run." - Lorna Watkinson

"I was looking for a way to open up to my power and a safe space to do it in." - Hanne

"I felt so lost and so fed up of being overlooked - and I knew that was my fault. I was tired of doing everything for everyone. And then I listened to the audiobook and felt empowered to ask for help." - Rachel

"To disconnect from my invasive corporate identity and regain confidence in my own self." - Sendra

"I wanted to work out who I am other than a product of my neurodivergence."

"I wanted to build on what the book gave me - a way of seeing - and have travelling companions."

"Because menopause is hard enough alone." - Nancy

"To work out how to fulfil my potential after a string of rubbish job experiences."

"I loved Michelle's book, all her posts on LinkedIn, the course during the summer - I couldn't wait to be part of this. I felt incredibly privileged." - Yvette

"Rise Above is for you if you're even considering the possibility that you're not the problem and it's not you that needs fixing. It's where we learn that our decisions and behaviours weren't wrong - they were what protected and served us at a particular point in our lives."
- Lynne Stobbart, Cohort 1

"It's so different from any other course you will have been on. It's not one of those women in leadership courses. My mindset wasn't changed on those courses. My inner beliefs about myself didn't change on those courses. This will change the way you feel about yourself - in a really positive way and in a calm, nurturing way."
- Rise Above participant, Cohort 1

Let's Be Honest.

Rise Above is not for everyone. And we mean that in the best possible way.

This programme attracts women who are done with comfort. Women who have tried the gentle approach, the subtle reframe, the quietly hoping things will shift on their own, and have realised, with varying degrees of fury, that it hasn't worked.

If that's you, you're in the right place.

But if any of the following sounds like you right now, genuinely, honestly, this might not be your moment. And that's okay too.

Rise Above is NOT for you if:

You want someone to fix you. Spoiler: you're not broken. You never were. You were trained. There is a difference, and Rise Above will make sure you know it, but we cannot want your liberation more than you do. If you're coming in hoping someone else will do the work, this isn't it.

You're committed to staying 'nice' no matter the cost. Nice is a strategy. It kept you safe. We respect that. But Rise Above will ask you to look at what that strategy has cost you, in energy, in boundaries, in the parts of yourself you've quietly put away to keep the peace. If you're not ready to look, wait until you are.

You're not ready to challenge yourself, your beliefs, or the system. This programme will ask you to question things you have taken for granted your entire life, about what women are for, about what you owe other people, about what you're allowed to want. That is not comfortable. It is not supposed to be. If you need it to be comfortable, this is not the right time.

You're looking for surface-level tips instead of deep transformation. We do not do five easy hacks. We do not do morning routines as a substitute for boundaries. We do not do inspiration without excavation. Rise Above goes deep. It asks for your honest attention over twelve months. If you're looking for a quick fix, we'd rather you knew that upfront than discovered it in September.

Still here?

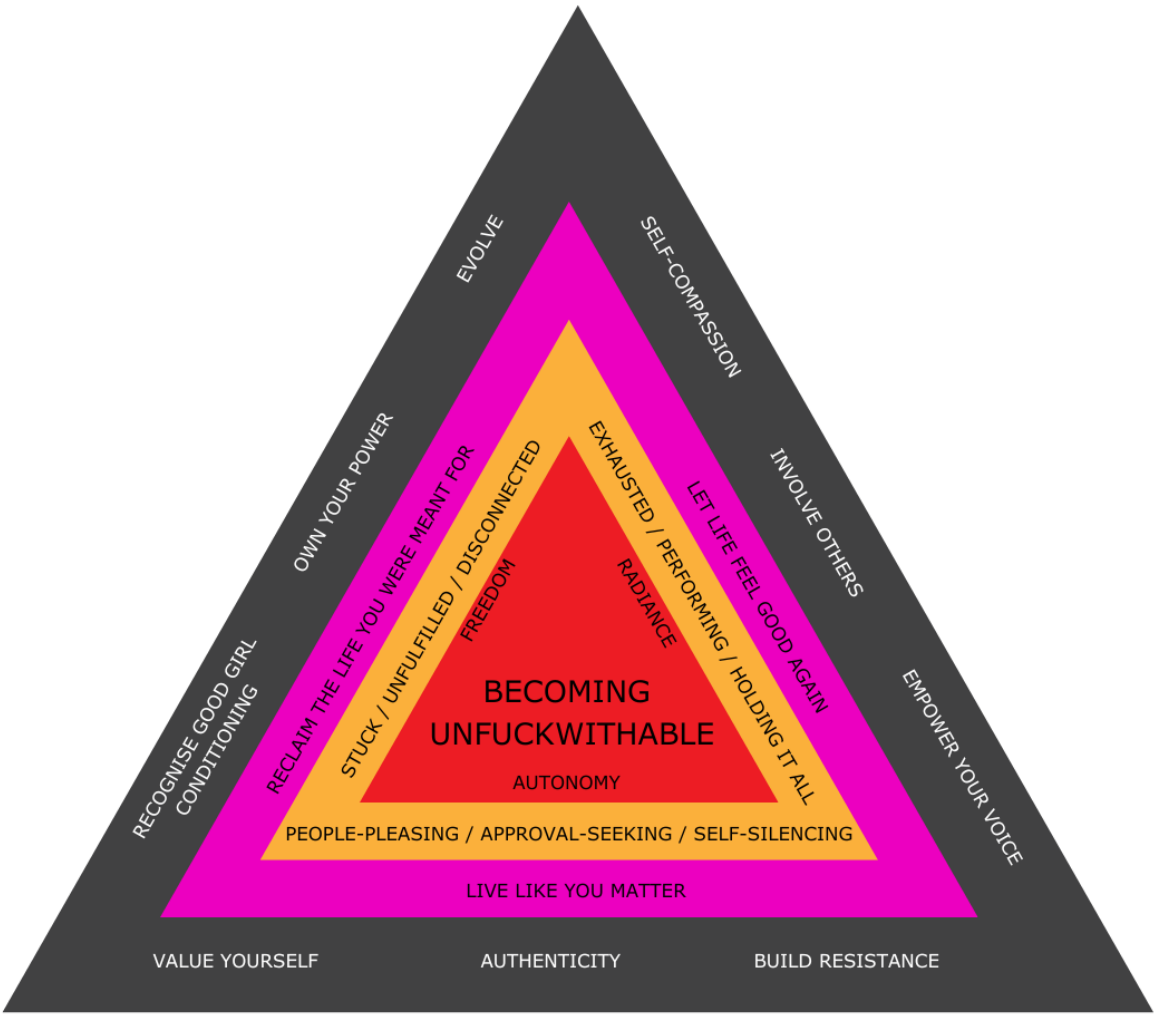
Woo hoo! The women who get the most out of Rise Above are not the ones who have it all figured out. They are the ones who are done pretending they do. They are exhausted, a little furious, and ready, finally, genuinely ready, to stop being so bloody good at being good.

If that's you, we'd love to have you in the room.

"Once seen, it cannot be unseen." **- Lynne Stobbart**

The R.I.S.E. A.B.O.V.E. Framework

Every session, every tool, every conversation maps onto this framework. By the end of twelve months, you will not just have done a programme - you will have lived a complete deprogramming journey.



The journey from Good Girl Conditioning to unfuckwithable doesn't happen in a straight line.

It happens in layers and spirals.

The triangle below maps where you are, where you're headed, and what Rise Above gives you to get there. Start from the outside and work your way in.

The outer ring is the framework - the nine stages of R.I.S.E. A.B.O.V.E. that structure your twelve months.

The pink layer is the promise - what becomes possible when the conditioning starts to loosen its grip.

Reclaiming the life you were meant for. Living like you matter. Letting life feel good again.

The yellow layer is where many women begin.

Exhausted. Performing. People-pleasing. Holding it all together. Stuck, unfulfilled, disconnected.

Sound familiar?

And at the centre? That's where we're going.

At the centre of everything are three words. Not goals. Not outcomes. A state of being.

Freedom. From the rules you didn't write but have been following your whole life.

Radiance. Not performance. Not polish. The vitality of a woman who has stopped hiding.

Autonomy. Your life, your choices, your terms. Finally.

That is what we are building towards. Together.

R	**Recognise Good Girl Conditioning** You cannot break free from what you cannot see. We start by shining a light on the sneaky rules you have been taught to follow.
I	**Involve Others** We are not meant to do this alone. You will build a circle of allies who reflect your power, not your doubts.
S	**Self-Compassion** Not about being strong. About staying rooted when life, work, or people-pleasing pressure hits hard.
E	**Empower Your Voice** From awkward conversations to high-stakes meetings - you will find your voice and stop shrinking.
A	**Authenticity** No more performing, perfecting, or pretending. Leading from who you really are - messy, brilliant, bold.
B	**Build Resistance** Being visible brings opinions. You will learn to handle pushback and judgment without losing your centre.
O	**Own Your Power** Own your space. Own your brilliance. This is your permission slip to stop playing small.
V	**Value Yourself** Boundaries aren't rude - they're revolutionary. Honour your limits and protect your energy.
E	**Evolve** What's next isn't a mystery - it's a decision. We build from the future you want, not the past you're escaping.

The Journey - 12 Sessions

Each workshop guides you through a radical reset of how you see yourself, your voice, and your power. Between sessions, dedicated Implementation Sessions give you structured time to work through your workbooks and bed in the learning. Not homework. Built-in breathing space.

1. **Goals That Actually Belong to You**
   We begin by scrapping the shoulds. You will clarify what you actually want - in work, life, and leadership - and build a bold, aligned vision that is yours alone.
2. **Spotting the Good Girl Script**
   You can't break free from what you can't see. This session shines a light on the sneaky rules you've been taught to follow, and gives you permission to rewrite them.
3. **Building a Support Squad**
   We're not meant to do this alone. You'll build a circle of allies who reflect your power, not your doubts, and learn how to ask for (and receive) support without guilt.
4. **Emotional Resilience for Real Life**
   This isn't about being 'strong.' It's about staying rooted when life, work, or people-pleasing pressure hits. You'll build tools for navigating the mess and staying whole.
5. **Saying What Needs to Be Said**
   From awkward conversations to high-stakes meetings - we'll help you find your voice, speak your truth, and stop shrinking to protect other people's comfort.
6. **Dropping the Mask (And Keeping Your Power)**
   No more performing, perfecting, or pretending. This is about leading from who you really are - messy, brilliant, bold - not the version you think they want.
7. **Handling Criticism Without Crumbling**
   We don't sugar-coat it: being visible brings opinions. You'll learn how to deal with pushback, judgment and 'feedback' without losing your centre.
8. **Claiming Your F*cking Throne**
   Own your space. Own your brilliance. This session is your permission slip to stop playing small and start showing up like the leader you already are.
9. **Valuing Your Time, Voice, and Energy**
   Boundaries aren't rude - they're revolutionary. You'll learn to honour your limits, protect your energy, and stop bleeding value just to keep the peace.
10. **Uplifting Without Overgiving**
    You can lift others without losing yourself. We'll explore how to lead with generosity, not martyrdom, and model what real, boundaried support looks like.
11. **Future-You Isn't Asking for Permission**
    We start building from the future you want, not the past you're escaping. What's next isn't a mystery - it's a decision. Let's map it out.
12. **You Did It. We Celebrate. We Rise.**
    We end with celebration, integration, and rising together. Because your evolution deserves to be witnessed. And your story's just getting started.

"I allow my power in so much more freely now. I am more direct, less afraid, more focused on what ACTUALLY matters."

- Hanne, Cohort 1

"I realised it was less about removing elements of my personality and more about bringing forward the authentic parts, and feeling the warm fuzzies when I could stand proudly with those parts."

- Kate, Cohort 1

"I heard her voice saying: what would a mediocre man do? And the answer was, he'd apply for the job. I felt myself grow self-esteem just by doing the applications. I would never have got to that point without Rise Above."

- Rise Above participant, Cohort 1

I asked what three words they would use to describe this programme…

How the Sessions Work

Rise Above has four distinct types of live session, each doing a different job. Here's what to expect from each one.

Workshops

The core teaching sessions. Each workshop introduces the module content - the psychology, the framework, the concepts, the stories. Michelle teaches, you explore, the group works through it together. These are the sessions where the intellectual and the emotional collide: where something you've known in your head for years finally lands somewhere deeper. Two workshop options are offered each month - morning and evening - so you can attend whichever suits your life. Or both.

Implementation Sessions

This is the bit most programmes skip, and it's the bit that makes the difference. Implementation Sessions are structured two-hour sessions dedicated to actually doing the workbook - the reflection exercises, the tools, the practices. Not watching Michelle do it. Not listening to someone explain it. Doing it, together, with other women in the room. They are facilitated but unrushed. They exist because insight without application is just interesting. And Rise Above is not interested in interesting.

Group Coaching

Monthly group coaching sessions with Michelle are where you bring the real stuff - what's come up since the workshop, what's shifted, what's still stuck, what happened when you tried to set that boundary and your mother lost her mind. These are not Q&A sessions. They are live coaching in a group container, which means you learn as much from watching Michelle coach someone else as you do from being coached yourself. Bring the messy bits. That's what they're for.

Eat the Frog Sessions

Mark Twain said that if the first thing you do each morning is eat a live frog, you can go through the day knowing the worst is behind you. Brian Tracy turned it into a productivity principle. We've turned it into a community ritual.

Eat the Frog sessions are open co-working sessions, held twice a week in the community, where you show up, state your one frog - the thing you've been putting off, the email you can't bring yourself to send, the boundary you've been meaning to set - and then you do it. In the company of other women doing theirs. No accountability theatre. No check-in circles. Just women getting on with it, together.

Monday 08:30–10:30 UK · Friday 15:00–17:00 UK

These are part of your community membership. They are optional, open, and consistently described as one of the most practically useful features of Rise Above.

2026–27 Session Schedule

All sessions are on Wednesdays (UK time). Morning 09:00–11:00 · Evening 20:00–22:00. Attend either or both - you can choose what works best for you.

All sessions are recorded.

Module	Activity	Date(s)	Time(s)
1 – Goals & Intention Setting	**Workshops**	9 Sept	09:00–11:00
		16 Sept	20:00–22:00
	Implementation	23 Sept	09:00–11:00 & 20:00–22:00
	Group Coaching	30 Sept	09:00–11:00 & 20:00–22:00
2 – Spotting the Good Girl Script	**Workshops**	7 Oct	09:00–11:00
		14 Oct	20:00–22:00
	Implementation	21 Oct	09:00–11:00 & 20:00–22:00
	Group Coaching	28 Oct	09:00–11:00
3 – Building a Support Squad	**Workshops**	4 Nov	09:00–11:00
		11 Nov	20:00–22:00
	Implementation	18 Nov	09:00–11:00 & 20:00–22:00
	Group Coaching	25 Nov	09:00–11:00 & 20:00–22:00
4 – Emotional Resilience	**Workshops**	3 Dec	09:00–11:00 & 20:00–22:00
	Implementation	10 Dec	09:00–11:00 & 20:00–22:00
	Group Coaching	16 Dec	09:00–11:00 & 20:00–22:00
WINTER BREAK	17 Dec 2026 – 5 Jan 2027		
5 – Empowering Your Voice	**Workshops**	6 Jan	09:00–11:00
		13 Jan	20:00–22:00
	Implementation	20 Jan	09:00–11:00 & 20:00–22:00
	Group Coaching	27 Jan	09:00–11:00 & 20:00–22:00
6 – Aligning with Authenticity	**Workshops**	3 Feb	09:00–11:00
		10 Feb	20:00–22:00
	Implementation	17 Feb	09:00–11:00 & 20:00–22:00

Module	Activity	Date(s)	Time(s)
	Group Coaching	24 Feb	09:00–11:00 & 20:00–22:00
7 – Building Resistance	**Workshops**	3 Mar	09:00–11:00
		10 Mar	20:00–22:00
	Implementation	17 Mar	09:00–11:00 & 20:00–22:00
	Group Coaching	24 Mar	09:00–11:00 & 20:00–22:00
SPRING BREAK	25 Mar – 6 Apr 2027		
8 – Owning Your Power	**Workshops**	7 Apr	09:00–11:00
		14 Apr	20:00–22:00
	Implementation	28 Apr	09:00–11:00 & 20:00–22:00
	Group Coaching	5 May	09:00–11:00 & 20:00–22:00
9 – Valuing Yourself	**Workshops**	12 May	09:00–11:00
		19 May	20:00–22:00
	Implementation	26 May	09:00–11:00 & 20:00–22:00
	Group Coaching	2 Jun	09:00–11:00 & 20:00–22:00
10 – Empowering Others	**Workshops**	9 Jun	09:00–11:00
		16 Jun	20:00–22:00
	Implementation	23 Jun	09:00–11:00 & 20:00–22:00
	Group Coaching	30 Jun	09:00–11:00 & 20:00–22:00
11 – Evolving & Continuing	**Workshops**	7 Jul	09:00–11:00 & 20:00–22:00
	Implementation	14 Jul	09:00–11:00 & 20:00–22:00
	Group Coaching	28 Jul	09:00–11:00 & 20:00–22:00
SUMMER BREAK	29 Jul – 10 Aug 2027		
12 – Celebration & Reflection	**Workshops**	11 Aug	09:00–11:00 & 20:00–22:00

What You Get

Rise Above is not a standalone programme. It is the full journey - everything you need, in the right order, held in community.

Foundations (worth £297 - included)

Six sessions to understand where the conditioning came from, why it made sense, and how to stop turning it against yourself. This is where the self-blame starts to dissolve. Where exhaustion gets named for what it is. Where you build enough psychological safety to do the deeper work.

The 7 Keys (worth £444 - included)

Seven recorded sessions to practise doing things differently - in real life, at real pace, without turning growth into another performance. Boundaries that don't collapse under pressure. A voice that speaks before the moment passes. Choices made from clarity rather than obligation. Not theory. Practice.

Rise Above - The 12-Month Group Container

Twelve transformational workshops. Twelve implementation sessions. Monthly group coaching. The Good Girl Deprogramming Community App. Lifetime access to future cohorts.

Every Place Includes:

- **12 x 2-hour Rise Above workshops** - morning and evening options every month
- **12 x Implementation Sessions** - structured time to work through your workbooks and bed the learning in. Not homework. Built in.
- **Monthly group coaching** sessions with Michelle
- **Workbooks**, reflection tools, and integration prompts after every session
- **The Good Girl Deprogramming Community App** - your private space to connect, share, and stay in the work between sessions
- **Lifetime access to future Rise Above cohorts** - come back any September, free, for as long as we run it
- **Eat the Frog co-working sessions**, twice a week - Monday 08:30–10:30 and Friday 15:00–17:00 UK. Show up, state your frog, do it.
- **Support from Michelle Minnikin** - Chartered Organisational Psychologist, author, and joyful feminist mischief-maker

One more thing.

When you enrol in Rise Above, you don't sit in a waiting room until September. You join the community immediately. From the moment you sign up, you have access to the Good Girl

Deprogramming Community App, the Eat the Frog co-working sessions, and the women already in there doing the work.

Before the programme begins, we'll also host a couple of community networking calls, a chance to meet each other, put faces to names, and arrive in September already feeling like you belong rather than like a stranger walking into a room. Because you're not a stranger. You're already one of us.

The programme starts in September. Your membership starts now.

And when September comes and goes, and the twelve months are done, you stay. The community is yours for life. There is no expiry date on belonging here.

The Evidence - Cohort 1 Impact Data

Rise Above is unusual in the personal development space: it measures its own impact. Every participant completes the Good Girl Scorecard at the start and end of the programme. What follows is what the data from Cohort 1 showed. (We will measure at the start, mid and end of the programme in cohort 2)

27% Average reduction in Good Girl Conditioning scores	**16/18** Participants improved their measured score	**36pp** Biggest individual score reduction	**100%** Would recommend or do it again

N = 22 participants across two measurement points (programme start and programme end). 18 matched pairs. No employer mandate. No HR department. These women chose this for themselves.

Where the deepest change happened

The Good Girl Scorecard measures 12 subscales. Every subscale reduced on average. The biggest shifts were in the areas most directly linked to burnout, boundary failure, and suppressed voice:

Subscale	Start	End	Reduction
Exhaustion & Overwhelm	60.3%	42.6%	**-17.7pp (29%)**
Shoulds & Boundaries	51.6%	34.4%	**-17.2pp (33%)**
Self-doubt & Self-blame	51.2%	34.2%	**-16.9pp (33%)**
External Validation	48.6%	34.5%	**-14.1pp (29%)**
Disempowerment	41.3%	27.8%	**-13.5pp (33%)**
People Pleasing	50.6%	37.3%	**-13.3pp (26%)**
Fear	45.1%	32.1%	**-13.0pp (29%)**
Perfectionism	51.9%	42.8%	**-9.1pp (18%)**

The largest reductions were in Exhaustion & Overwhelm, Shoulds & Boundaries, and Self-doubt & Self-blame. These three subscales speak directly to the whole-life cost of Good Girl Conditioning - the woman who cannot stop taking on other people's needs, who cannot enforce a boundary, who second-guesses every decision and then apologises for making it. Their reduction signals something fundamental shifting. Not a skill being practised. A pattern being dismantled.

Concrete actions taken during the programme

Change that stays in someone's head is not change. Rise Above produced real, observable, documented actions:

- Resigned from a voluntary role that was draining them and not aligned with their values
- Applied for jobs they would previously have dismissed themselves from without trying
- Left a long-term relationship that was no longer serving them
- Started a healthy new romantic relationship - described as the best of their life
- Set boundaries with family members who had never encountered resistance before
- Made a public commitment to stand as a parliamentary candidate
- Had difficult conversations at work that had been avoided for months or years
- Started businesses or accelerated plans that had been stalled by fear
- Stopped apologetic language ("Sorry to bother you", "Just") in professional communications

"When I was applying for jobs, I applied to two or three I wouldn't have bothered with before. I heard her voice saying: what would a mediocre man do? The answer was, he'd apply for the job. It wasn't about getting the job. It was feeling myself grow in self-esteem just by doing the applications."

- Lorna Watkinson, Cohort 1

"My mother said she's going to start calling me Emmeline Pankhurst. I did a little dance when I shut the door."

- Yvette Allan, Cohort 1

We also run Rise Above as a leadership development programme within Corporates

Rise Above sits alongside our bespoke corporate programme delivered inside organisations. In the most recent Elevate cohort (N=12, delivered for insurance company, AND-E, April 2025–February 2026):

- 44% average reduction in conditioning scores
- 100% of participants would recommend the programme
- 11 of 12 rated it as transformational
- 10 of 12 set a workload-changing boundary during the programme

The same methodology. The same measurement. Evidenced at scale, across both public and corporate settings.

What Changed

In their own words:

"I realised it was less about removing elements of my personality and more about bringing forward the authentic parts - and feeling the warm fuzzies when I could stand proudly with those parts."

"My sense of self-worth."

"I am beginning to recognise my personal worth - and not just my skills. I've learned that it doesn't matter how confident we are if we're too scared or conditioned to shout about it. The guilt hasn't gone, but I feel better able to recognise and deal with it. And it's preferable to resentment."

"Self-awareness. A gentle softening on the pressure to know everything all at once."

"I allow my power in so much more freely now. I am more direct, less afraid, more focused on what ACTUALLY matters."

"I am no longer alone. I came in with a belief that I was broken or weak in some way - but being with others reframed that for me. I no longer see myself as broken. I see us all as bold, daring to do something different."

"Quit the project of doom. Started the healthiest relationship of my life - direct, proactive, honest, fun, sexy, and confident. Coming to love who I am even more. Learning to set boundaries and be honest early."

"I started trusting myself more."

"Becoming comfortable sharing vulnerabilities. Setting boundaries. Finally, after 47 years, feeling self-worth. Trusting others for support. Listening more to my body - the fuck yes and the fuck no."

"The way I feel able to challenge things has changed. I can ask for what I need. I no longer feel the need to try and fix other people."

"I own my inner power much more than before."

"I've been blown away by the level of mutual support - and feel more than ever that empowered women are capable of so much more."

"It was validating to learn that many women feel as I do. I am not alone in this."

What Actually Happened

Data tells you something changed. Stories tell you what.

These are real things that happened to real women during seven months of Rise Above. Not hypotheticals. Not aspirations. Things that actually happened in their lives, while they were on the programme.

She quit the project of doom. One woman resigned from a piece of work that had been quietly destroying her - work she had stayed in out of obligation, out of not wanting to let people down, out of being very, very good at doing things that cost her everything. She left. She's fine. Better than fine.

She applied for the jobs. Another heard a question that changed something in her - *what would a mediocre man do?* - and the answer was: he'd apply. So she did. Not one job. Several. Jobs she would previously have talked herself out of before she'd even opened the application. She didn't get all of them. That wasn't the point. The point was she felt herself grow in self-esteem just by trying.

She started the healthiest relationship of her life. Direct. Proactive. Honest. Fun. Sexy. Confident. Her words. She came in having just left something that hadn't served her. She left having started something that did.

She set the boundary with her family. The one she'd been meaning to set for years. The one she'd rehearsed in her head a hundred times and never said out loud. She said it. They didn't like it. She didn't collapse. That's new.

She stopped fixing people. A psychologist with decades of experience - someone who had spent her life making other people's problems her responsibility - learned something she hadn't encountered in twenty-three years of personal development: that she doesn't have to fix people to be appreciated, respected, or valued. She can hold space for them. That's enough. For the first time in as long as she can remember, she feels free.

She decided to stand. One woman made a public commitment to stand as a parliamentary candidate. She is going to do it.

She asked for the pay rise. She asked. She made the case. She didn't apologise for wanting to be paid what she was worth, didn't soften it, didn't add an *if that's okay* at the end. She got it. £47,500 more. Per year. We are not going to pretend that's not partly the point.

She sent the email differently. No more *just* checking in. No more *sorry to bother you*. No more pre-emptive apologies for taking up space in someone's inbox. Small. Enormous.

She was going through a divorce. Not a clean one. A nasty one. The kind that hollows you out and makes you question everything - including yourself. She had the community. She had women who showed up, who didn't flinch, who didn't need her to be okay. She got through it. She will tell you she couldn't have done it the same way alone.

She let herself be celebrated. In the final session - the Sovereign Mirror - each woman heard what her Rise Above sisters saw in her. Several cried. One said it was the first time in

her life she had let herself receive that kind of witness without deflecting it. She just let it land.

She was told she'd changed. Not as a compliment. She was called bolshy. Told she wasn't the same since she met *those women*. She took it as the highest possible praise - because it meant something had shifted so visibly that the people around her could see it too, even if they didn't like it. That's not a side effect of Rise Above. That's the whole point.

None of this happened because of a framework, a workbook, or a worksheet.

It happened because these women did the work, in community, over time - and because something about being witnessed by other women who were doing the same thing made the impossible feel possible, and then feel actual.

"I came in with a belief that I was broken or weak in some way. Being with others reframed that for me. I no longer see myself as broken. I see us all as bold - daring to do something different." **- Lorna Watkinson, Cohort 1**

Your Investment

This is not a course you will forget in a month. It is twelve months of deep, radical, life-shifting transformation - the kind that changes how you lead, relate, and show up in the world.

You don't have to wait.

Sign up today and you're in the community immediately, the app, the Eat the Frog sessions, monthly calls, the women. September is when the workshops begin. Right now is when everything else starts.

Rise Above - The Full Journey

Pay in Full	Payment Plans
£4,000	£333/month x 12 £167/month x 24

Go All In - Rise Above + 12 x 1:1 Coaching Sessions

Pay in Full	Payment Plans
£6,444	£537/month x 12 £268.50/month x 24

(For context: 12 x 1:1 coaching sessions with Michelle would normally cost £4,800. The programme alone is £4,000. Go All In gives you both for £6,444 - a saving of £2,356. That's not a pricing error. It's what happens when someone genuinely wants you in the room.)

If the fee is a genuine barrier, the **Elizabeth Lembke Scholarship** offers four fully funded places. See p.32 for details.

Pay in Full Bonus (worth £1,100)

Because we want to reward the women who back themselves completely.

- 60-min 1:1 Kick-Off Call with Michelle (worth £300)
- 2 x CliftonStrengths Sessions with Gallup Certified Strengths Coach and Co-Founder of The Deprogramming Company (and Michelle's partner) James Eves - exploring not just your strengths, but how they may have been quietly reinforcing your Good Girl Conditioning (worth £800)

Go All In pay in full also includes a 90-min What's Next Strategy Session with Michelle at the end of the programme (worth £500).

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

What They'd Tell You

Cohort 1 - in their own words:

"Rise Above is for you if you're even considering the possibility that you're not the problem and it's not you that needs fixing. It's for women who want to stop shrinking themselves - literally or figuratively - and find somewhere they truly belong, rather than editing themselves to fit in. Once seen, it cannot be unseen."

"Do it. You'll meet amazing women, have a space for real conversation, be seen and heard without judgment, and learn about how your conditioning may be holding you back."

"Best time to do it was last year. Next best time is now. Do it. Take the leap."

"If you're ready to do the work, the growth and transformation you can experience here are worth way more than you will pay. This is not a quick fix - it's a sisterhood of co-regulating support. And if you're tired of putting up with other people's needs at the expense of your own wellbeing, this is where that changes."

"You will absolutely not regret it."

"Do it to absolutely spoil that inner girl silly with love."

"It will be the best investment you have ever made in yourself."

"Trust your gut. If part of it doesn't land with you, it's not you - and you're free to make of it whatever is most helpful, with no apologies."

"Be prepared for honesty with yourself. And make the time."

"Just do it. If you've connected with anything about the name, the blogs, learning about women, being more of you - you won't regret it."

"I tell them it's transformative."

"Take the plunge."

Want Your Organisation to Pay?

Good Girl Deprogramming is not fluff - it is workplace-critical. Women who go through Rise Above speak up more powerfully, lead with confidence and resilience, are less likely to burn out, and bring more honesty, innovation, and courage to their teams. We have a funding template ready - it's here.

Bringing a colleague? Group and corporate options available - get in touch.

Your Guide

Michelle Minnikin

Chartered Organisational Psychologist · Author · Recovering Good Girl

I created Rise Above because I spent decades being very good at following the rules - and it cost me more than I'm prepared to admit on a sales page.

I've read the research. I've lived the conditioning. I've done the deprogramming work myself - messily and imperfectly - and I've spent twenty years helping women understand why they feel the way they feel, and what to do about it.

This isn't about fixing you. You were never broken. It's about understanding the system that trained you to believe you were - and deciding, finally, that you're done playing by its rules.

I'll walk alongside you for twelve months. Not as a guru. Not as someone who has it all figured out. As someone who knows exactly what it costs to be good - and what it feels like to stop.

"You've created magic - a support circle I truly needed and motivation to keep going even on an uncertain path."
- Claire, Cohort 1

"Thank you for seeing in me what I did not see in myself when we met. Thank you for helping me to find me again."
- Rise Above participant, Cohort 1

"You have created a space where everybody has shown up as they are. I certainly feel like I belong - and I have not had that feeling often, of truly belonging in a space."
- Rise Above participant, Cohort 1

James Eves

Gallup Certified Strengths Coach · Co-Founder, The Deprogramming Company · Doctoral Researcher

James is Michelle's partner, co-founder of The Deprogramming Company, and the person who has been in the trenches of this work from the beginning, which means he understands Good Girl Deprogramming not just intellectually but from the inside out. He has lived it.

As a Gallup Certified Strengths Coach, James brings CliftonStrengths expertise to Rise Above with a twist you won't find anywhere else: he doesn't just help you understand your strengths, he helps you understand how those strengths may have been quietly co-opted by your conditioning. Your Responsibility theme is keeping you overcommitted. Your Harmony theme keeps you conflict-avoidant. Your Achiever theme is running you into the ground. Knowing your strengths is one thing. Knowing how your Good Girl uses them against you is another conversation entirely.

James is also a doctoral researcher whose work explores identity - how we construct it, how it gets constrained, and how it can be reclaimed. That research informs both the training and coaching dimensions of everything we do at The Deprogramming Company.

Pay-in-full members receive two dedicated CliftonStrengths sessions with James as part of their bonus package.

Rachel Way

Community Alchemist · Founder of The Work Bees · Rise Above Cohort 1

When you build a community, you need someone who understands what community actually means. Not just the logistics. Not just the moderation. The human bit. The turning-up-when-it-matters bit. The making-other-women-feel-seen bit.

Rachel Way is that person.

Rachel completed Rise Above Cohort 1 and joined immediately afterwards as Community Alchemist for the Good Girl Deprogramming Community, which tells you everything you need to know about both her and the programme. She didn't just do the work. She became part of what comes next.

As founder and CEO of The Work Bees, Rachel brings 25 years of experience across retail, finance, hospitality, non-profit, and consultancy. She knows what it means to lead, to hold space, and to help people move from chaos to confidence. She also knows what it means to do this work from the inside, not as a facilitator who observed it, but as a woman who lived it.

Here's what her Rise Above sisters said about her at the end of the programme:

"You always show up with this calm, this grace, and this huge warmth and compassion."

"You are the beating heart of this whole process."

"Shine - Rachel is beginning to stand in the light after being stuck in the shadow of others for too long. And by God, does she shimmer."

She's in the community. Every day. That's not a job description. That's a commitment.

What Cohort 1 Said

28 women. Seven months. Here is what happened.

"Rise Above isn't 'just a programme' - it's an enlightening experience that offers women a more authentic way of bringing their whole, messy and unapologetic selves into the world without the need for editing to ensure the comfort of others." **- Lynne Stobbart**

"I am not broken. It is not just me. It is not my fault. I need feel no shame. Now we are rising collectively. We are strong, kind, capable, powerful, beautiful women - just as we are." **- Pamela Avornyo**

"The tools and deeply healing sisterhood you need to break free from always being the 'good girl' - and start showing up as the person you truly want to be, more often. If you're ready to do the work, the growth and transformation you can experience here are worth way more than you will pay." **- Elizabeth Sturdy**

"I realised how deeply ingrained patriarchy is in every aspect of life - and being with others reframed that for me. I no longer see myself as broken, but as an equal and integral part of an amazing group."
- Lorna Watkinson

"Words cannot express how much being on the Good Girl Deprogramming journey has meant to me. Everyone should sign up for all that you have to offer. It is truly life-changing." **- Yvette Allan**

"The sense of comfort, calm, acceptance and support I felt as soon as I logged into the session was 100% the opposite to the feelings I'd had in the director's meeting earlier that day." **- Nancy**

"I joined Rise Above to unpick where Good Girl Conditioning was holding me back - both personally and professionally. I gained acceptance into a community of whole-hearted, non-judgemental, powerful, ambitious women from all spheres who will change the world for the good of us all." **- Claire**

"Best time to do it was last year. Next best time is now. Do it. Take the leap." **- Lorna Watkinson**

"Essential, life-changing, meaningful." **- Rachel Way**

"You will absolutely not regret it." **- Sophie Meaney**

"Expect brutal truths, anger, tears and what might feel like big, scary change. However, in exchange for all this you'll see with clearer vision who you need to be. You are worth the investment of your own time, focus and energy." **- Pam Avornyo**

"Being liberated by a compassionate community you can totally trust." **- Lynne Stobbart**

Frequently Asked Questions

I've tried things like this before and nothing really changed.

- That's because they were trying to fix you. We're not. This isn't a mindset tweak - it's a liberation mission built on psychology and feminist theory, held in real community.

I can't take on one more thing.

- That's exactly why you need this. Burnout isn't solved by another podcast. It's solved by reclaiming your time, your voice, and your no. Integration time is built in - not bolted on.

What if my organisation won't support it?

- We have a funding template you can use to make the case to your employer. Rise Above is credible, evidenced leadership development. You can find it here.

Can I come to both the morning and evening sessions?

- Yes. Attend either or both, and switch between them any month. All sessions are recorded, so you can catch up whenever it suits your life.

What if I miss a session?

- Everything is recorded. You will never fall behind. The workbooks and implementation sessions keep you in the work, even when you can't show up live.

Is this only for women in corporate roles?

- Not at all. Cohort 1 included women across all sectors, employment types, and life stages. Good Girl Conditioning does not discriminate. Neither do we.

Can I join with a friend or colleague?

- Yes - and we actively encourage it. Contact us to discuss group options.

What is the community platform?

- The Good Girl Deprogramming Community App is a private, moderated space for Rise Above members. No algorithm. No doom-scrolling. Just truth.

What does lifetime access mean?

- Once you complete Rise Above, you can return to any future cohort - any September - free, for as long as we run the programme.

Is there a payment plan?

- Yes. Pay in full (and receive the bonus package worth £1,100), or spread across 12 or 24 monthly payments. See the Investment section for full details.

Still not sure? Book a free 30-minute call: zeeg.me/michelle/30min

The Elizabeth Lembke Scholarship

Four fully funded places on Rise Above 2026
Total value: £16,000

About Elizabeth

Elizabeth Lembke was an American organisational psychologist and a brilliant, generous force in the talent and recruitment world. She turned up like every day was an invitation to play - to remind you that leadership could look like a crown and a sparkly cape. Fancy dress? Silly hats? She didn't need an excuse. It was her language. Her joy. Her magic.

She wasn't just an ally. She was a maverick-muse-meets-soul-guide. She held space and lit it up at the same time. During the pandemic, when everything felt untethered, her Kaffeeklatsch sessions kept people sane - Zooms filled with laughter, wild ideas, and new friends from around the world. She made sure no one was alone. She built bridges across borders and timelines. She made connection feel like a kind of activism.

Elizabeth didn't just support women. She uplifted, celebrated, empowered, and ignited them. As part of the L&D Cares conference, she co-created a space called the Empowerment League - and when she invited Michelle in, it became the birthplace of Good Girl Deprogramming. That circle of brilliant, bold, rebellious women cracked something open. Elizabeth was with Michelle every step of the way.

> *"She was so flipping wise. Not in a loud or showy way, but in that grounded, brilliant, quietly-blow-your-mind kind of way. Elizabeth had this uncanny ability to see the deeper pattern - in people, in systems, in ideas - and name it with clarity and compassion. Conversations with her weren't just enriching. They were transformative. She didn't just get it. She got you."*
>
> **- Michelle Minnikin**

Elizabeth passed away in 2025. This scholarship exists in her name and in her spirit. To every woman who has midwifed another woman's becoming, Elizabeth was one of the best.

Why This Work, and Why Together

Elizabeth understood something that underpins everything about Rise Above: that women do not heal alone. That we do not become who we are meant to be alone, either.

> *"There is a particular kind of magic in female friendship. It's not the curated kind - not just brunches or selfies with matching mugs. It's the deep, gut-level, soul-resonant kind. The kind that changes your timeline. The kind that says: I see you. I remember who you are, especially when you forget."*
>
> **- Michelle Minnikin**

We need our women, not just to nod along or validate us. We need them to witness us. To see through the masks. To speak truth to our potential. To hold us when we're breaking and remind us we're still whole.

Female friendship is not an accessory. It is a power source. A structural necessity. It is ancestral, radical, and magical. When we are deeply connected, we don't just survive - we rise. We become mirrors, portals, and protectors for each other. We remember who we are. And we become who we were always meant to be.

Elizabeth knew this. She lived it. Rise Above is built on it.

What the Scholarship Offers

Four fully funded places on Rise Above 2026 - the complete 12-month programme, everything included, at no cost to the recipient. Elizabeth's generosity was one of her most defining qualities. Passing it on feels right.

This is not a partial bursary or a discount. It is a full place. The same programme, the same community, the same experience, the same access to every session, every workbook, every group coaching call, and the Good Girl Deprogramming Community App as every other woman in the cohort.

What's included in a full place:

- 12 x monthly Rise Above workshops (morning and evening options)
- 12 x Implementation Sessions
- Monthly group coaching with Michelle Minnikin
- Workbooks and all programme materials
- The Good Girl Deprogramming Community App
- Eat the Frog co-working sessions, twice a week
- Foundations and The 7 Keys recorded content
- Lifetime access to future Rise Above cohorts

Who It's For

Women for whom the Rise Above programme fee represents a genuine financial barrier.

We are not asking you to prove or justify your circumstances at length. We are asking you to be honest with us about where you are, and to tell us why Rise Above matters to you right now. That is enough.

How to Apply

Email michelle@deprogramming.company with the subject line Elizabeth Lembke Scholarship to request the short application form.

Applications close **1 August 2026**

A small panel - including Elizabeth's husband, Martin, Michelle Minnikin, James Eves, and people who knew and loved Elizabeth - will select the four recipients. All applications will be treated with complete confidentiality and handled with care.

If You'd Like to Fund a Place

If you are in a position to fund a scholarship place for someone else, we would love to hear from you.

Email michelle@deprogramming.company with the subject line Fund a Scholarship Place.

"It's going to change your life in a way that you do not expect it to, and you're going to do it with a group of brilliant, funny, supportive people you have genuinely never experienced before. You have no idea how whole that's going to make you feel."

- Rise Above participant, Cohort 1

What Comes Next

Rise Above is not a one-and-done. It is the beginning of a community and an ecosystem that grows with you. Here is what exists beyond the 12 months.

The Good Girl Deprogramming Community

The community doesn't end when the programme does. The Good Girl Deprogramming Community App is where Rise Above alumni stay connected - sharing wins, holding each other accountable, and continuing the work long after the formal programme closes. Your lifetime cohort access means you can return to any September cohort, free, for as long as we run it.

The Retreat - October 2026

Fairfield House, Stanhope, County Durham. 20–23 October 2026. A feminist rage retreat for women who want to go deeper, in person, in nature. 15 places. £1,600. This is not a spa weekend. This is the work, fully embodied, with fire and fury and probably some very good wine.

Go All In - 1:1 Deprogramming

If you want the programme and your own personal deprogramming running in parallel, Go All In bundles Rise Above with 12 monthly 1:1 coaching sessions with Michelle. One session a month, for the full year. Six sessions of 1:1 coaching with Michelle normally cost £2,400. You're getting twelve.

Become a Certified Good Girl Deprogrammer™

Rise Above is also the entry point to the facilitator pathway. Women who complete the programme and want to take this work further - inside their organisation, or independently - can train to become a certified Good Girl Deprogrammer™. This is how the methodology grows beyond Michelle. Interest is already strong: if you'd like to know more, get in touch directly.

Rise Above - For Organisations

If you're an HR Director, People Lead, or L&D professional reading this: Rise Above has a corporate sibling. Elevate is a bespoke Good Girl Deprogramming programme delivered inside organisations, with the same measurement framework, the same evidenced methodology, and the same results. Talk to us about bringing it to your team.

"I've become more motivated to be a positive role model for my daughter by putting into practice what I've learned. The downstream effects of this programme extend well beyond the women in the room."

- Rise Above participant, Cohort 1

Terms & Conditions

Rise Above: The Group Experience - Programme Agreement

Operated by The Deprogramming Company Ltd (Michelle Minnikin). Effective from the date of enrolment.

1. The Parties

These Terms & Conditions form a binding agreement between you (the participant) and The Deprogramming Company Ltd, operated by Michelle Minnikin, registered in England and Wales ('we', 'us', 'our'). By enrolling in Rise Above: The Group Experience, you agree to these terms in full.

2. What Is Included

Your enrolment includes: 12 x 2-hour monthly workshops (morning and evening options); 12 x Implementation Sessions; monthly group coaching with Michelle Minnikin; access to the Good Girl Deprogramming Community App for the duration of the programme; workbooks and supporting materials; all session recordings; Foundations and The 7 Keys recorded content. Pay-in-full bonuses must be booked within 6 months of enrolment, subject to availability.

3. Payment Terms

The full programme fee is £4,000 regardless of which payment plan you select at checkout. We offer payment plans specifically to make Rise Above as accessible as possible - because we believe the women who need this work most should not be priced out of it.

You can pay in full at enrolment, or spread the cost across 12 or 24 monthly instalments. The total owed is the same either way.

If you choose the 24-month payment plan, please be clear that this is an extended payment schedule, not a subscription. The programme runs for 12 months. Your payment obligation does not end when the programme does - instalments remain due until the full £4,000 is paid. Choosing not to complete the programme, or not returning for a second cohort, does not cancel your remaining payments.

Instalments are processed automatically on the same date each month. It is your responsibility to ensure your payment method is valid and funds are available. If a payment fails, we will contact you, but if the situation isn't resolved promptly, we reserve the right to suspend access to programme materials and the community until payments are up to date.

We are not in the business of chasing people for money. We would much rather you speak to us early if you're having difficulties. We are human, we will listen, and we will always try to find a workable solution before taking any further steps. What we cannot do is carry unpaid balances indefinitely.

All prices are inclusive of VAT where applicable.

4. Refund Policy

We offer a 14-day cooling-off period from the date of enrolment. If you request a refund within 14 days and have not accessed programme materials, workbooks, or attended any sessions, you are entitled to a full refund. After 14 days, or once programme content has been accessed or sessions attended, no refund is available. Cancellation after the cooling-off period does not cancel outstanding instalment obligations - you remain liable for all instalments agreed at enrolment.

4a. Stepping Out - Personal Circumstances

We understand that life happens. If you experience a serious personal crisis, significant illness, or bereavement during the programme, you may contact us at michelle@deprogramming.company to request a step-out. A step-out allows you to pause your participation and rejoin the next available Rise Above cohort (typically the following September) at no additional cost. Payments are paused during an agreed step-out period and resume when you return to the programme. You remain liable for the full programme fee. Step-outs are granted at the sole discretion of The Deprogramming Company Ltd and require you to share relevant information about your circumstances - we will handle this with complete sensitivity and confidentiality. In exceptional cases involving serious long-term medical incapacity where returning to the programme is genuinely not possible, remaining instalments may be waived at our discretion. This is assessed individually and compassionately, and is not an automatic right.

5. Cancellation by The Deprogramming Company Ltd

We reserve the right to cancel or postpone the programme in exceptional circumstances. In such cases, you will be offered either a full refund of monies paid or a deferred place on the next available cohort. We are not liable for any additional costs incurred as a result of cancellation.

6. Programme Changes

We reserve the right to make reasonable changes to the schedule, session content, facilitators, or delivery format. The core curriculum and overall structure will remain as described in this brochure. Participants will be notified of any significant changes with reasonable notice.

7. Intellectual Property

All programme materials, workbooks, frameworks, recordings, and content - including the Good Girl Deprogramming® methodology and R.I.S.E. A.B.O.V.E. framework - are the intellectual property of Michelle Minnikin / The Deprogramming Company Ltd. They are for your personal use only and may not be shared, reproduced, resold, or used commercially without written permission.

8. Confidentiality & Community Agreement

Rise Above operates as a confidential container. What is shared by participants within the programme - in sessions, coaching calls, or the community app - must remain confidential. You agree not to record sessions, share other participants' contributions, or disclose identifying information about fellow participants outside the programme.

9. Session Recordings

Sessions are recorded for the benefit of participants who cannot attend live. By enrolling, you consent to potentially being included in session recordings. Recordings are for participant use only and must not be shared externally. You do not need to have your camera on. If you have concerns, please contact us before the programme begins.

10. Health & Wellbeing

Rise Above involves personal development work that may bring up challenging emotions. We work in a trauma-informed way. However, Rise Above is not a substitute for therapy, mental health support, or medical advice. If you are currently receiving treatment for mental health conditions, we recommend consulting your healthcare provider before enrolling.

11. Conduct & Participation

We expect all participants to engage respectfully, uphold the confidentiality agreement, and contribute to a safe and supportive community. We reserve the right to remove any participant whose behaviour is disruptive, harmful, or in breach of these terms, without refund.

12. Lifetime Cohort Access

Lifetime access means you may attend any future September Rise Above cohort at no additional cost, for as long as The Deprogramming Company Ltd continues to run the programme. This benefit is non-transferable and subject to cohort availability. We do not guarantee the programme will run indefinitely.

13. Limitation of Liability

If something goes wrong on our end and you suffer a loss as a result, the maximum amount we would be liable to pay you is the amount you paid us for the programme. We cannot be held responsible for indirect losses - for example, lost earnings, missed opportunities, or other consequences beyond our direct control.

14. Data Protection

We process your personal data in accordance with our Privacy Policy and the UK GDPR. Your data is used solely to deliver the programme and communicate with you about it. We will never sell your data to third parties. See our Privacy Policy at https://www.michelleminnikin.com/privacy.

15. Governing Law

These Terms & Conditions are governed by the laws of England and Wales. Any disputes shall be subject to the exclusive jurisdiction of the courts of England and Wales.

16. Contact

Questions about these terms: michelle@deprogramming.company | michelleminnikin.com | The Deprogramming Company Ltd, England. We will respond to all programme-related emails within two working days. Emails received on weekends, UK public holidays, or during stated programme breaks will receive a response within the following two working business days.

17. Results Disclaimer

Rise Above is a personal development programme grounded in psychology and feminist theory. However, individual outcomes vary, and we cannot guarantee specific results. Your experience of the programme and the changes you make as a result depend on your own engagement, effort, and circumstances. Testimonials shared in our marketing reflect individual experiences and are not a promise of what you will achieve. Nothing in this programme constitutes medical, therapeutic, legal, or financial advice.

18. Mutual Confidentiality

Confidentiality in Rise Above runs both ways. Just as participants agree to keep each other's contributions confidential (see clause 8), the methodology, frameworks, tools, materials, and any proprietary content shared by The Deprogramming Company Ltd - including the Good Girl Deprogramming® methodology and R.I.S.E. A.B.O.V.E. framework - are confidential and proprietary. Participants agree not to reproduce, teach, or commercialise any programme content or methodology without express written permission from Michelle Minnikin / The Deprogramming Company Ltd.

19. Entire Agreement

These Terms & Conditions constitute the entire agreement between you and The Deprogramming Company Ltd in respect of your participation in Rise Above. They supersede all previous discussions, correspondence, negotiations, representations, and understandings between us relating to the programme. No variation of these terms is valid unless agreed in writing by both parties. If any provision of these terms is found to be unlawful or unenforceable, that provision shall be severed and the remaining terms shall continue in full force and effect.

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