

Three young girls with long brown hair are laughing joyfully. They are wearing white t-shirts and colorful capes: orange, yellow, and pink. The background is a soft-focus green outdoor setting.

superpow⚡HER

**Discover Your Inner Strength.
Find Your Voice.**

A Program By:

lauren mackinnon

COACHING & CONSULTING

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The Challenge

In Canada, research shows that girls' self-esteem and confidence significantly decline during adolescence. The number of girls who report feeling self-confident drops from 36% in grade 6 to just 14% by grade 10.

36%

Grade 6 Confidence

Girls reporting self-confidence

14%

Grade 10 Confidence

Dramatic decline in self-reported confidence

The Solution

Research shows that early intervention through confidence-building programs can transform girls' lives. By providing targeted support during crucial developmental years, we can help young women maintain and build their self-esteem rather than experiencing the typical decline. Our evidence-based approach combines mentorship, skill development, and community building to create lasting positive change.

89%

Program Success

Girls who maintain confidence after completing structured mentorship programs

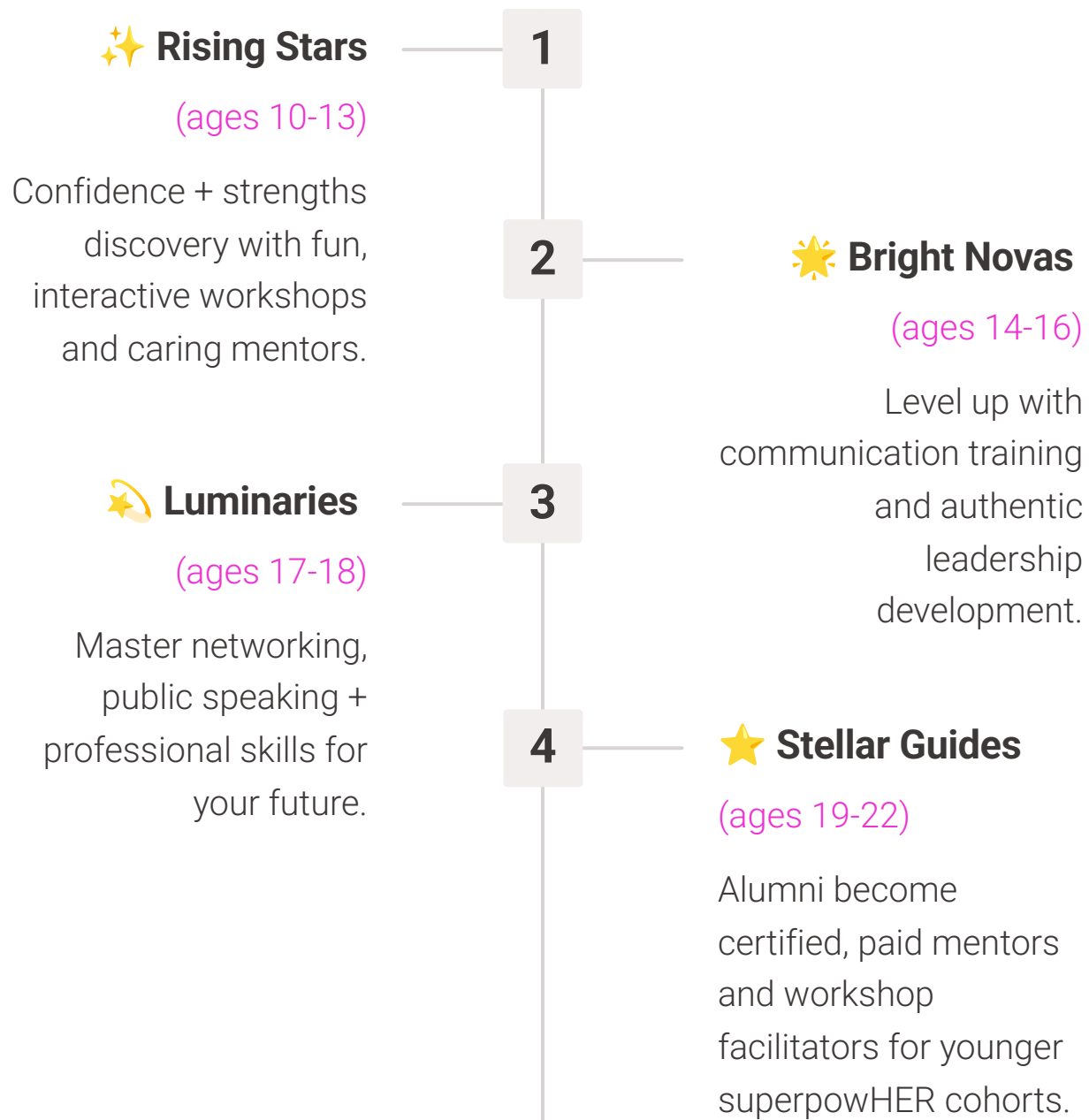
3X

Leadership Growth

Girls in mentorship programs are 3 times more likely to pursue leadership roles

superpowHER Annual Programs

Embark on your leadership journey with our transformative programs tailored for every age.



Your Guide: Lauren MacKinnon



With 20+ years of corporate experience, including serving as COO for a top engineering firm, I've witnessed firsthand the power of confident leadership. My purpose is to illuminate the path for leaders at every stage of their journey.

Unlike theoretical approaches, I bring real-world executive experience to empower young women to build the confidence they need for future success.

Through **superpowHER**, I'm extending my mission to nurture leadership potential early, creating a stronger pipeline of confident young women who are ready to take their seat at any table.

What Makes Us Unique



Real-world executive expertise

Learn from a leader who has successfully navigated leadership challenges



Action-oriented methodology

Gain practical skills you can implement immediately in your daily life



Evidence-based curriculum

Engage with programs built on scientifically proven confidence-building techniques



Supportive peer community

Build meaningful connections with others sharing your leadership journey



Transformative take-home practices

Strengthen your confidence between sessions with tailored exercises



Real-world skill development

Master capabilities that directly translate to school, work, and beyond



Expert-led facilitation

Experience workshops guided by a seasoned professional coach



Proudly Canadian

Partner with a supportive organization rooted in your community

A photograph of three young girls standing outdoors in a park-like setting. They are all wearing white t-shirts and colorful capes: orange, yellow, and pink. They are laughing and looking towards the right side of the frame. The background is a soft-focus view of green trees and colorful flowers. The text "superpowHER: Rising Stars" is overlaid on the left side of the image.

superpowHER: Rising Stars

Program Overview

A transformative experience designed to help young girls discover their inner strength, find their voice, and build lasting confidence.

Format

- Girls ages 10-13 (Rising Stars)
- Three sessions over three months (one session/theme per month)
- 9:00 AM - 1:00 PM (includes a healthy breakfast, lunch + snacks)

Each Participant Receives

- Beautiful program journal
- Vision board materials
- Framed personal pledge
- Completion certificate
- Daily strength challenges
- Lasting friendships



Session 1: Discovering Inner Strength



1

Uncover Your Strengths

Discover what makes you special and unique

2

Explore Core Values

Identify what matters most to you

3

Discover Your Superpower

Connect with your inner strength + wisdom through symbolism

4

Practice Self-Love

Learn to nurture positive self-talk

5

Make A Promise

Create promise statements to reinforce confidence

Session 2: Empowered Expression

1

Explore Power Poses

Learn physical stances that boost confidence

2

Learn Body Language

Master non-verbal communication techniques

3

Develop Assertiveness

Develop skills to express yourself

4

Create Your Dream Board

Visualize your future confident self

5

Share Your Dream

Share your vision board with the group



Session 3: **Brave Action**



1

Understand Confidence

Unlock ways to step towards challenge vs away

2

Identify Role Models

Find inspiring leaders around you

3

Create Power Partners

Share gratitude + support for each other

4

Develop Superpower Goals

Create short-term goals to stay connected to your superpower

5

Celebrate Together

Close with a fun celebration + take home your certificate!

Your Journey Awaits! ✨



Begin your transformation journey in a space where dreams take flight and confidence soars! ✨💫



Limited Space Available

For more information, please connect with me:

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Don't miss this opportunity to help a young woman in your life discover her inner strength and find her voice.
Secure your place today!