

QUARTER TWO
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REAWAKEN

QUARTERLY EDITORIAL

THE UNAPOLOGETIC ISSUE

This is not a time to play small.
This is a time to be unapologetic.

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THE UNAPOLOGETIC ISSUE



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REAWAKEN
COACHING

Hey Gorgeous You

There's a shift happening. A slow, steady awakening. A call to stop shrinking, stop softening, stop making ourselves small for the comfort of others. A call to be **unapologetic** in who we are, what we stand for, and how we show up in the world.

I feel it in my own life. My daughter has stepped into a new chapter—college, independence, a whole new world of becoming. And as I watch her navigate this transition, I find myself reflecting on the systems we create for ourselves, the way we shape our identities, and the silent expectations placed upon us as women.

We are constantly evolving, but are we doing so on *our* terms?

Across the globe, women are facing challenges that demand we rise—not just in quiet resilience, but in **bold, relentless ownership** of our voices, our choices, and our power. This isn't just about one country or one moment. The political and social landscape is shifting **everywhere**—in ways that threaten to push us back, to diminish our rights, our autonomy, our very place in the world. But we are not here to be diminished.

This edition of *Reawaken Quarterly* is dedicated to **stepping into our power**—as women, for women, the world over. It's about claiming our spaces, demanding our needs, and standing unshaken in the face of whatever comes. It's about refusing to ask for permission to exist fully.

For too long, women have been taught to compete rather than collaborate, to second-guess rather than trust, to apologise rather than assert. But deep down, we know another way. **We have always known another way.**

Women supporting women is not just an ideal—it is a fundamental truth we must return to. We once gathered in circles, held space for each other, raised villages together, and honoured our shared strength. Somewhere along the way, we were made to forget.

But we are remembering.

Inside this edition, you'll find words that remind you of your power. Words that challenge, that spark, that awaken. You'll find stories of **taking up space, owning ambition, reclaiming pleasure, and being absolutely fearless in the pursuit of who we are meant to be.**

This is not a time to play small.
This is a time to be unapologetic.

With strength, truth, and sisterhood,

Kate Parker
Editor-in-Chief



“
*Be brave enough to just be
unapologetic for who you
are—that's a goddess.*

BANKS

VILLAIN OR VISIONARY?

Why Women Who Speak Their Minds Are Labelled “Difficult”

There's a pattern that plays out again and again in workplaces, families, and relationships: A woman speaks up. She challenges the status quo, refuses to comply, sets a boundary, or dares to be ambitious. And suddenly, she is difficult.

Bossy. Aggressive. Hard to work with.

These words have followed women for centuries, carefully designed to keep us in check. They are not critiques of our behaviour; they are tools of control. The moment we stop being agreeable, the moment we stand in our power, the world calls us a villain. But what if we're not villains at all?

What if we're visionaries?

Why Outspoken, Ambitious Women Are Labelled “Difficult”

From a young age, women are conditioned to be pleasing. We're taught to be easy-going, not to ruffle feathers, to avoid making others uncomfortable. We learn that a “good woman” is accommodating, nurturing, and selfless.

And yet, at some point, we reach a breaking point. For me, that moment came in many forms. At work, where I often had to be firm to ensure things got done properly, I was labelled aggressive. In personal relationships, the moment I asserted a boundary—often before I even realised what was happening—someone would call me bossy or too much. What I didn't recognise at first was that these labels weren't reflections of me. They were reflections of discomfort—discomfort from people who had been conditioned to expect compliance from women like me.

There's a reason so many women find themselves slipping into masculine energy just to be heard. The world wasn't built for women who speak their truth without apology. It rewards those who stay small, who accommodate, who don't disrupt.

But I am not here to make people comfortable.

The Price of Speaking Up

One of the clearest moments I experienced this was when my marriage was unravelling. The hardest conversations weren't about logistics or legalities. They were about finally standing my ground.

I had spent so long trying to keep things together, smoothing over cracks, avoiding the inevitable. But one day, something inside me shifted. I knew I could no longer allow myself to be treated in a way that I wouldn't want my daughter to see as normal. Speaking my truth was uncomfortable. It was messy, painful, and deeply vulnerable. But it was also necessary.

That experience taught me that avoiding hard conversations doesn't save relationships—it just delays their collapse. And more than that, it taught me that I would rather be disliked for standing in my truth than be loved for someone I was not.

The Power of Being Disliked

Most women spend years—or even decades—trying to be liked. We shrink ourselves, downplay our successes, soften our words, and tolerate things we shouldn't.

But let me ask you this: When has being liked ever changed the world?



There came a point in my life when I stopped caring about being liked and started prioritising being *respected*.

I saw this clearly in my family dynamics. Coming from a more traditional background, I was often the black sheep—the one who wouldn't tolerate passive-aggressiveness, who called out toxic behaviour, who challenged outdated beliefs.

For a long time, I wrestled with guilt. Should I just stay quiet for the sake of harmony? Should I let things slide to avoid conflict? But during one of the hardest seasons of my life—when my grandmother was dying—I had a realisation: **I am not responsible for making others comfortable at the expense of my truth.**

My family's beliefs were theirs. My beliefs were mine. And I was allowed to exist as I was, even if it meant I wasn't the most popular person in the room.

That moment changed everything.

People-Pleasing Is a Trap—And I'm Done With It

For years, I thought people-pleasing was about kindness. That if I just *tried harder*, people would treat me better, love me more, respect me in return.

But I was wrong.

People-pleasing is about fear. Fear of rejection, fear of conflict, fear of losing love. And once I saw that clearly, I made a choice: I am no longer bending over backwards for people who abuse their power.

I will not dilute myself to fit into spaces that were never meant for me.

I will not entertain relationships—professional or personal—that require me to abandon myself.

And the funny thing? The moment I stopped trying to be everything for everyone, I actually gained more *genuine* respect. People know where I stand now. They know I won't tolerate nonsense. And that makes my relationships *stronger*, not weaker.



Reframing: From Villain to Visionary

Here's the truth: The world has always tried to silence powerful women.

Look at the women we admire—activists, leaders, pioneers. Every single one of them has been called too much. Every single one has been told to sit down and be quiet. And yet, they pressed on. One of my best friends embodies this beautifully. She is brilliant, deeply curious, always asking the hard questions. But people often misinterpret her as difficult simply because she refuses to accept surface-level answers.

I love this about her. And I see it so clearly: She isn't difficult—she's extraordinary.

And so are you.

How to Embrace Your Power, Even If It Means Being “Difficult”

If you struggle with the fear of being labelled, here's what I want you to remember:

- Your voice matters. If you keep allowing the same voices to dominate the room, nothing will ever change. If you see a different path, speak up.
- Not everyone is meant to like you. And that's a good thing. If everyone agrees with you all the time, you're probably not being fully yourself.
- Boundaries are not rudeness. Saying no does not make you unkind. Refusing to accept disrespect does not make you aggressive.
- Criticism is not always a bad thing. I actually love feedback because it helps me grow. If someone has a better way of doing something, I'll listen. But if someone just wants me to shrink? No thanks.
- Own your space. You were not put here to dim your light. Be bold. Be brilliant. Be completely, unapologetically you.

Standing in Your Truth

If you are a woman with a strong voice, you will be called difficult at some point in your life.

Wear it as a badge of honour.

Because the world does not change through silence. It does not evolve through compliance.

It transforms because of women like you—women who dare to disrupt, who refuse to conform, who are willing to be seen as villains in a story written by men afraid of their power.

But you are not a villain.

You are a visionary.

And it's time to own that fully.





THE MYTH of the “Good Girl”

Did you ever hear these phrases growing up?

"Oh, she's such a well-behaved and lovely child!"

"You are so polite!"

"What a delightful child!"

"You are the best helper!"

"Your grades and report cards are always so great!"

If these sound familiar, you were probably raised with the Good Girl Conditioning—a deeply ingrained expectation that women should be polite, agreeable, and self-sacrificing.

If you didn't hear these kinds of comments, congratulations—you might have been one of the rare ones who escaped the people-pleasing trap. If you're not sure, don't worry, I've got another list in this article you can check. For the rest of us? We were trained from childhood to make other people comfortable.

I heard all of these growing up. Many of you did, too. And if no one has told you this yet: It's not your fault.

How I Learned That “Good” Meant Silent and Submissive

I was raised by three parents—my father, my mother, and my stepmother—each with different approaches to how a girl should behave.

My birth mother had a favourite saying: *"Children should be seen and not heard."* That was the rule. When I was around her, I knew exactly what was expected:

Sit down. Shut up. Be polite. Be a lady.

My role?

- Look gracious.
- Be kind.
- Behave.
- Never step out of line.

And if I didn't? **Look out.** The consequences were not worth it.

But then there was my father.

When it was just the two of us, we were **two peas in a pod**. We still are 40+ years later.

My dad taught me how to **build things, be strategic, think critically, and speak my mind**. He showed me how to challenge ideas, ask deep questions, and trust my own instincts.

He told me dirty (and clean) jokes.

He taught me that "bugger" was **not** actually a swear word.

He let me explore, create, and **exist without constantly seeking approval**.

Looking back, I now realise how rare that was. My father raised me with the kind of **freedom and confidence** that society usually reserves for boys.

Even now, when he acts like an ass, I have no problem calling him out on it—and he just laughs. Because we have that kind of relationship. (Yes, Dad, if you're reading this—you know exactly what I mean!) But I see now that his parenting style was a rebellion against the patriarchy in its own way.

Unlike my mother, who upheld societal expectations of how a girl “should” behave, my dad never expected me to shrink myself for others. And yet—I still got caught in the trap.

Swinging the Other Way: When I Stopped Trying to Be “Good”

By my late teens, I realised I didn't have to be the “good girl” anymore. I had spent so many years **following the rules**, trying to be pleasing, trying to make everyone proud. And one day, I just... stopped.

I swung in the opposite direction—not exactly “bad,” but definitely **not the polished, well-behaved version of myself that people expected**.

I **rejected the “Good Girl” script so hard** that I made some pretty selfish life choices.

And honestly? I **needed that phase**.

I needed to step **all the way out** of the expectations that had been placed on me.

I needed to **break the rules** just to see if I could.

But looking back, I can see what happened:

- I wasn't just breaking rules—I was **breaking free from the mould**.
- I was testing what it meant to live on **my own terms**.
- I was learning that I **didn't owe anyone my compliance, my silence, or my obedience**.

And if you're reading this, I want you to ask yourself:

Are you still carrying the “Good Girl” programming?

Because if you are, it's time to let it go.

Why Women Are Trained to Seek Approval

Western culture—and let's be real, the world over—teaches women to be pleasing.

- Be nice.
- Be polite.
- Be agreeable.
- Be accommodating.

But let's flip this.

How many men do you know who are taught the same?

I'll wait.

Women are conditioned to prioritise other people's comfort—at the expense of our own authenticity, needs, and dreams.

And it starts young.

The schooling system reinforces it. I went to a Rudolf Steiner school in my early years, which celebrated individuality, creativity, and growth. We were encouraged to stand out, be bold, and take up space.

But then I moved to a more rigid, traditional secondary school—and suddenly, I was expected to follow a script.

We had uniforms, grooming standards, and an unwritten rulebook that dictated how young women should behave.





Their standards of young ladies were:

- Always be pleasing to the eye.
- Always be well-behaved.
- Be a leader—but not too much.
- Follow orders.
- Never go against the system.

Guess what happened when I challenged those rules?

Detention. Over and over again.

I got in trouble not for being disrespectful, but for thinking for myself.

The very traits that men are rewarded for—confidence, independence, speaking their mind—were **seen as disruptive when they came from me.**

And that was the moment I saw it:

The system doesn't want women to be powerful. It wants us to be obedient.

I was a good student. Smart, intelligent, focused. That wasn't good *enough*.

Here are some classic (and often problematic) quotes that adults commonly tell young girls who are raised to be good, polite, and people-pleasing:

- "Be nice." – *No matter the situation, as if kindness should override personal boundaries.*
- "Don't be so difficult." – *A way to discourage girls from speaking up or asserting themselves.*
- "Good girls don't talk back." – *Reinforcing compliance over confidence.*
- "You need to be more ladylike." – *A vague demand that often means being smaller, quieter, and less opinionated.*
- "Always put others first." – *Teaching self-sacrifice as a virtue, even at personal cost.*
- "Don't make a scene." – *Silencing discomfort or disagreement to keep the peace.*
- "Just let it go." – *Dismissing a girl's emotions or valid frustrations.*
- "You should smile more." – *Because a girl's worth is often tied to being pleasant and agreeable.*
- "It's not polite to say no." – *Encouraging compliance rather than healthy boundaries.*
- "You don't want to hurt their feelings." – *Teaching girls to prioritise others' emotions over their own needs.*
- "You'll understand when you're older." – *A way to shut down a girl's critical thinking or questioning.*
- "No one likes a bossy girl." – *A backhanded way to discourage leadership and assertiveness.*
- "Don't be so sensitive." – *Invalidating emotions instead of fostering emotional intelligence.*
- "That's not very attractive." – *Reinforcing the idea that a girl's value lies in being desirable to others.*
- "Just go along with it." – *Training compliance over courage.*

These phrases may seem harmless on the surface, but they subtly (or not so subtly) teach us that our worth is tied to how much we accommodate others—rather than honouring ourselves.

The unapologetic woman unlearns these lessons.

The Origins of Good Girl Conditioning: How It Serves the Patriarchy

This expectation for women to be pleasing, accommodating, and self-sacrificing didn't just appear out of nowhere. It was engineered. For centuries, societies have functioned in ways that prioritise male power while keeping women in service to others.

- Women were expected to serve their husbands and families rather than pursue their own ambitions.
- Women's value was tied to their purity, beauty, and ability to be "good wives."
- Speaking out, taking up space, or defying norms meant punishment, isolation, or ridicule.

And the biggest tool of all? Obedience disguised as virtue.

Patriarchy doesn't just control women through laws or rules—it embeds itself into culture, religion, education, and family values so that women police themselves.

We weren't just taught to be nice—we were taught that being nice was what made us "good."

Think about it:

- Why is a woman who speaks her mind called "difficult," but a man who does the same is called "assertive"?
- Why are women expected to "make peace" in relationships, even when they're not at fault?
- Why is female ambition often seen as threatening, while male ambition is encouraged?

The answer? Because keeping women in a state of self-doubt and compliance benefits a system that wasn't built for us to lead.

The "Good Girl" conditioning is a control mechanism. It teaches women that our worth is determined by how palatable, quiet, and self-sacrificing we can be.

And that is exactly why we need to **burn it down**.



Breaking Free: How to Unlearn People-Pleasing and Start Leading Your Own Life

If you've spent years trying to be the "good girl," the first step is recognising that it was never about you. It was about a system that benefits from your compliance.

Here's how to start undoing that conditioning:

1. NOTICE WHEN YOU APOLOGISE FOR NO REASON

Ever catch yourself saying "Sorry" when you didn't actually do anything wrong?

Stop.

Try replacing "Sorry" with:

- "Thanks for your patience."
- "I appreciate your time."
- "No." (Yes, just "No." No explanation required.)

2. GET COMFORTABLE WITH DISCOMFORT

The first time you set a boundary, you will feel uncomfortable. That's normal.

You're breaking years of conditioning. Keep doing it anyway.

3. QUESTION EVERY DECISION THAT'S BASED ON APPROVAL

Ask yourself:

- Am I doing this because I truly want to?
- Or because I don't want to disappoint someone?

If it's the latter, pause. You might be slipping into old people-pleasing patterns.

4. TAKE UP MORE SPACE—PHYSICALLY, EMOTIONALLY, AND VERBALLY

- Sit up straighter.
- Speak up louder.
- Wear what makes you feel powerful.
- Say what you actually mean, without softening it.

You do not exist to make others comfortable.

5. GIVE YOURSELF PERMISSION TO BE DISLIKED

Not everyone will like the unapologetic version of you.

That's a good thing.

Your power doesn't come from approval—it comes from authenticity.

Burn the Good Girl Script

You don't have to be polite.

You don't have to be accommodating.

You don't have to shrink yourself to make others comfortable.

You are allowed to be loud, opinionated, ambitious, and **unapologetically you**.

The world needs more **wild, untamed women** who refuse to play by the rules.

Be one of them. I'm right here with you.



The Power of Clarity

Making Decisions with Confidence



How many times have you felt stuck, paralysed by indecision? Whether it's choosing between two job offers, debating a major life change, or even making a seemingly simple choice like whether to say yes to an event, decision fatigue is real.

I know this feeling all too well. Throughout my life, I've wrestled with major and minor decisions alike—sometimes because of my own internal doubts, sometimes because of the well-intended but conflicting advice from others, and sometimes simply because I was afraid of making the “wrong” choice.

Here's what I've learned: when you don't have a clear direction, every choice feels impossible. But the moment you define where you're headed - whether it's a dream, a feeling, a lifestyle, or a vision for your future - every decision becomes easier.

Let me tell you a story about how I learned this the hard way.

The Question That Changed Everything

Once upon a time, I was trapped in an endless cycle of second-guessing. I was stuck in a situation that no longer felt aligned, but I had no idea what the next step should be.

I agonised over it. I made lists. I asked other people for their opinions. And instead of getting clarity, I got even more confused.

Then, one day, my mum—who has always had a way of cutting through my overthinking—asked me a single, simple question: “*Kate, is this where you want to be in five years?*”

That question stopped me in my tracks.

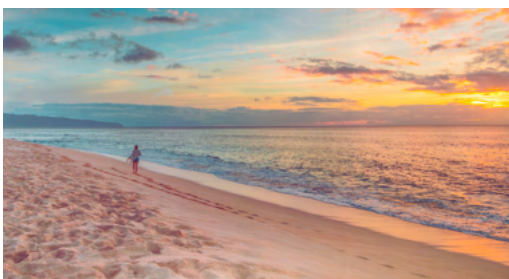
The answer was a definitive NO.

And suddenly, all the fog cleared. I didn't have to know every step of my path forward. I just needed to know one thing: I wasn't willing to stay where I was.

That was enough. From that moment on, the decision that had felt impossible became clear and effortless.

This is the power of having a vision, even if it starts as a process of elimination.

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Decisions Are Easy When You Have a Compass

If you know what you're working toward - whether that's a specific goal, a certain feeling, or a lifestyle you dream of - then making decisions is no longer a struggle. Instead, every choice becomes a simple matter of alignment.

Ask yourself:

- What kind of life do I want to create?
- What values do I refuse to compromise on?
- How do I want to feel every day?
- What kind of impact do I want to make?

If a decision moves you closer to these things, it's a yes. If it moves you further away, it's a no.

But what if you don't know what you want yet? That's okay. Sometimes, clarity doesn't come from knowing what we want - it comes from knowing what we don't want.

If You Don't Know Your YES, Start With Your NO

I've found that one of the best ways to figure out your true desires is to start with the opposite—what you don't want.

1. Identify what drains you. What situations, environments, or experiences feel like a weight on your soul?
2. Flip it. What's the opposite of that? Would you actually want that, or does it also feel off?
3. Check your gut. Before your brain kicks in with overthinking, what was your first instinctive reaction?

For me, my business decisions are always made with my long-term vision in mind. One of my core goals is to have a global impact on women, empowering them to step into their fullest potential.

That's why creating this magazine was an easy decision. Reawaken Quarterly isn't just a passion project - it's a way for me to reach and uplift women worldwide in a way that is accessible, inspiring, and deeply transformative.

Same with my Reawaken You podcast - it's a platform where I can speak directly into the hearts of women, helping them navigate life's challenges and step into their power.

These weren't difficult decisions because they were directly aligned with my purpose.

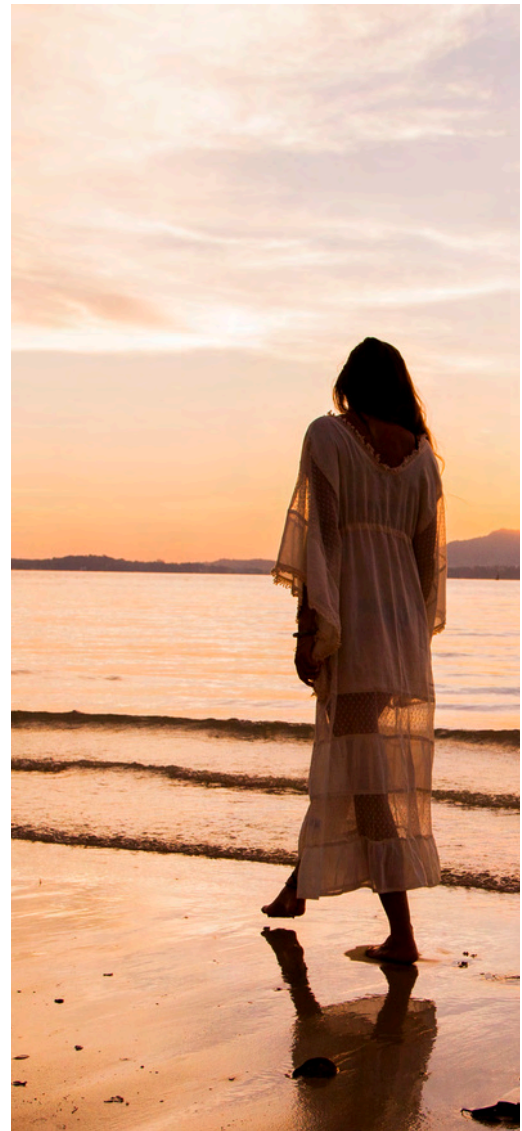
When Life Throws a Curveball—How Do You Decide?

Let's talk about those moments when the decision isn't so obvious.

Scenario 1: The Job Promotion Trap

Imagine you're actively job hunting because you're miserable at your current company. Then - just as you're about to leave - they offer you a promotion. More money, a better title... but the same toxic work culture.

What do you do?



I had a friend in exactly this situation. She was tempted to stay, but deep down, she knew nothing would change. The long hours, the burnout, the misalignment with her values - it would all still be there.

If your original goal was to leave for a healthier, more balanced work environment, then taking a promotion in the same toxic place isn't progress. It's just a shinier version of what you already wanted to escape.

Lesson: More money won't fix misalignment. Stay true to your original goal.

Scenario 2: The Unexpected Opportunity

You've been planning a much-needed holiday or a special family reunion. Then, out of nowhere, you get an opportunity you know is life-changing.

What do you do?

I've been in this situation before, and let me tell you - these moments are not easy. There's family pressure, there's guilt, and there's the fear of missing out on important personal connections.

Here's what I would do:

1. Check in with myself. Is this opportunity a full-body YES? If it is, I take it seriously.
2. Weigh my energy. Can I balance both? Can I reschedule the family event or holiday in a way that works?
3. Have honest conversations. If I decide to take the opportunity, I approach my loved ones with clarity and care, explaining why this is important to me.

Would I feel bad for missing a family event? Yes. Would I regret missing an opportunity that aligned perfectly with my goals? Of course.

Lesson: If something is a full YES, don't let fear or guilt hold you back. Find a way to make it work.

The Art of Making Decisions With Confidence

Still struggling with a big decision? Try these strategies:

Check your first reaction. Your intuition speaks before your mind complicates things. Pay attention to that first gut feeling.

Ask yourself: "How does this decision support my ultimate vision?" If you can't answer that clearly, it's a no.

Ditch the pro/con list. If you need a list to justify something, you're already uncertain. True YES decisions don't require over-analysis.

Only seek advice from the right people. Choose people who deeply understand your values and goals. Otherwise, you'll end up absorbing their fears instead of your own truth.

When in Doubt, Choose Expansion

One last thing - if an opportunity arises that sparks curiosity, excitement, or joy, and it doesn't derail your goals, go for it.

Life is meant to be lived. Some of the best decisions you'll ever make are the ones that lead to adventure, growth, and experiences you never saw coming.

Some of the best choices I've ever made weren't "strategic." They were leaps of faith that led to growth, new perspectives, and incredible memories.

At the end of the day, clarity is everything. When you know your destination, decisions aren't obstacles - they're stepping stones. Never be afraid to make bold moves.

So, what big decision is on your plate right now? And how will you choose with clarity?



PROTECT YOUR ENERGY

HOW TO STOP ABSORBING WHAT'S NOT YOURS

Ever walked away from a conversation feeling drained, like the energy that was once yours is now muddled with someone else's emotions? Maybe you've caught yourself saying "yes" when you really meant "no," not realising where the 'yes' even came from? Or perhaps you've had a great day - accomplished things, felt proud of yourself - only to walk through the door and feel the weight of your partner's stress, their frustrations, their bad day, and suddenly, all that positive energy collapses inside you. Now, don't get me wrong - listening and being present for someone is a good thing. But absorbing their energy like a sponge? That's where things get tricky. It's time to reclaim what's yours.

Absorbing Energy That Isn't Yours

We are constantly exchanging energy in relationships, whether we realise it or not. It's what builds connections. That moment when you meet someone and instantly click? That's an energetic alignment. As intimacy deepens - whether in friendships, family relationships, or romantic partnerships - energy begins to transfer at a deeper level. This is why you can feel your partner's emotions before they even say a word. You're tuned in.

And then there's the introvert-extrovert factor. Introverts often feel exhausted when their energy is drained by external interactions, while extroverts may initially feel amped up by energy exchange - until it tips over into overstimulation, where they crash. Regardless of where you fall on that spectrum, the fact remains: we all absorb energy, and not all of it is ours to carry.



Signs You're Carrying Someone Else's Energy

Fatigue – You feel physically or emotionally exhausted after certain interactions. Your body might feel heavy, your thoughts scattered, and your motivation drained. It's as if you've been running a marathon you never signed up for.

Mood Swings – Your emotions shift unexpectedly based on someone else's energy. You might have been feeling fine, but after engaging with a particular person, frustration, sadness, or anxiety takes over. If your emotions are yo-yoing without a clear personal cause, you might be picking up someone else's emotional baggage.

Feeling Responsible for Fixing Things – You take on the weight of others' problems, often more than they do. This can look like spending hours problem-solving their issues, feeling anxious about their situation long after the conversation has ended, or offering help even when it comes at a cost to your own well-being.

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Physical Symptoms – Absorbed energy doesn't just stay in the mind; it manifests in the body. Unexplained headaches, tension in the shoulders and neck, digestive discomfort, or general restlessness can all be signs that you're carrying emotions that aren't yours.

Mental Exhaustion & Overthinking – Your brain goes into overdrive, replaying conversations, analysing their problems, and searching for ways to make them feel better. It's as if their stress has planted itself inside you, demanding your mental energy and attention.

Your body knows before your mind catches up. Your shoulders tense. Your breathing shifts. You overthink. Your brain starts searching for solutions to problems that aren't even yours. The more you absorb, the more you disconnect from yourself.

Creating Energetic Boundaries

You don't have to carry what isn't yours. Here's how to protect your energy while still being present for others. Coaches, in particular, often need to create strong energetic boundaries when working with clients. It's easy to absorb the emotions and struggles of those we help, but doing so can lead to burnout and emotional exhaustion. The three processes outlined below - mindset shifts, visualisation techniques, and grounding practices - are commonly used by coaches and healers to maintain their own energy while supporting others effectively.



1. Mindset: Understanding Thoughts Are Not Facts

If you've been reading Reawaken Quarterly for a while, you know this: thoughts are not facts. Just because someone expresses a thought or emotion doesn't mean you have to absorb it as truth. Emotions come from thoughts, and thoughts come and go. The key is awareness. When you recognise this, you can listen with empathy without internalising their emotional state as your own.

2. Visualise a Protective Boundary

This one's powerful. Imagine a reflective, mirror-like shield around you - not a hard wall, but a flexible, protective second skin. As you listen to someone, visualise their energy bouncing off your mirrored surface, dissolving into the ether instead of sinking into your body. This allows you to hear them fully without absorbing what they're offloading. (And yes, science backs visualisation - your brain registers imagined experiences as if they were real!)

3. Ground Yourself: Releasing Absorbed Energy

If you've already taken on someone else's energy, here's how to shake it off:

- *Barefoot Reset* – Step outside onto grass, earth, or even a wooden floor (something made of natural materials). Close your eyes, breathe deeply, and feel the energy drain from your body into the ground. You can extend this further if you have time by tuning into your senses - notice the temperature of the air against your skin, the scent of the earth, the distant sounds around you. Feel the texture of the ground beneath your feet, anchoring you in the present moment. Open your awareness to the subtle shifts in your body as the tension releases, letting the energy move out of you with each exhale.
- *Spin the Energy Out* – Sit up straight, close your eyes, and feel the energy swirling inside you. Move your hand in sync with its motion (clockwise or counter clockwise), then consciously slow it down. Now, start spinning it in the opposite direction, infusing it with light, your favourite colours, or sparkles - whatever feels empowering. As you do this, visualise the energy moving outside of your body, lifting away from you, and floating into the air. Imagine it dissolving into the universe, being transmuted into neutral or positive energy. Feel the lightness return to your body as you fully release what is not yours to carry.
- *Music Therapy* – Music speaks to the soul. Start with a song that matches your current energy, then shift to one that lifts you up. Then, choose a song that makes you want to dance. Your energy will follow the rhythm. To make this even more effective, create a dedicated playlist of songs that always make you feel happy, uplifted, and empowered. Having this go-to playlist ready means you can instantly shift your mood and reclaim your energy whenever you need to.



The Power of Intentional Energy Exchange

Not all energy absorption is bad. Some exchanges are mutual, uplifting, and expansive. Think about a night out with a close friend where time disappears, conversations flow, and you leave feeling more energised than when you arrived. That's an energy loop that works. The key difference is reciprocity - the energy moves between both people in a way that amplifies and expands, rather than depletes.

This also happens in group settings where collective energy is high-frequency, positive, and intentional. Think of being at a concert, a retreat, or even a dance class where the room is buzzing with joy, movement, and shared enthusiasm. These moments leave you feeling invigorated because the energy exchange is balanced and aligned.

Tony Robbins is a master at this. He fills a stadium with thousands of people, gets them moving, clapping, shouting - all actively engaging in an energy shift. He absorbs the high-frequency energy of the room while deflecting anything that doesn't serve him. His mastery comes from both harnessing the collective charge and consciously filtering out anything misaligned. That's the level of conscious energy awareness we can cultivate.

The trick is to recognise where you are replenished versus where you are drained. Seek out experiences and relationships that leave you feeling more you - expanded, inspired, and energised. And when you notice an imbalance, trust yourself enough to shift your energy accordingly.

Call to Action: Reclaim Your Energy

Where in your life are you carrying energy that isn't yours?
How can you start choosing yourself today?

Quick Energy-Releasing Practices for Daily Life

- Blast your favourite uplifting playlist on the drive home.
- Take a few intentional deep breaths before stepping into a new space.
- Stretch your body between tasks to reset your energy.
- Use a scent that instantly makes you feel grounded and refreshed.
- Take a brisk walk outside, even if just for a few minutes.
- Shake off stagnant energy by physically shaking out your hands, arms, and legs.
- Sip a cup of herbal tea while focusing on the warmth and aroma.

Small, intentional actions can create big shifts in how you hold and release energy.

You don't have to shut people out to protect yourself - you just need to become aware of what you're holding. Recognise what's yours, what's not, and make the choice to return to yourself.
Your energy is yours. Keep it sacred.



BREAKING GENERATIONAL PATTERNS

YOU ARE THE CHANGE

There comes a moment in every woman's life when she hears the echoes of the past whispering through her choices. Maybe it's in the way she bites her tongue instead of speaking up, the way she apologises for taking up space, or the deep, gnawing guilt she feels when she dares to put herself first. For many of us, these behaviors are not born from conscious decision-making - they are legacies, woven into our DNA, passed down through generations of women who survived by playing small.

Research in epigenetics has shown that generational trauma can be carried through up to eight generations, influencing stress responses, emotional regulation, and even genetic expression. Studies, such as those on Holocaust survivors and their descendants, have demonstrated how trauma alters DNA markers, impacting future generations' ability to process fear and resilience.

Similarly, research on Indigenous communities and those affected by slavery and war has shown how inherited trauma manifests in chronic stress, anxiety, and self-limiting beliefs. Trauma doesn't have to be a singular, catastrophic event - what's often called 'Big T' trauma.

Instead, it can be the gradual conditioning of beliefs passed down through generations, shaping our behaviours in ways we don't even realise.

Compliance, perfectionism, or self-denial might not seem like trauma, but when these patterns are ingrained over decades, they create unconscious limitations. These cycles are not just emotional - they are physiological. But just as trauma can be passed down, so can healing.

But here's the truth: You are not bound by the patterns of the past. You are not destined to repeat the same cycles. You are the one who can break them.



What Are Generational Patterns?

Generational patterns are cycles of behaviour, beliefs, and trauma that are unconsciously passed down within families. They manifest in the ways we think, love, and navigate the world. Some are subtle, others deeply ingrained, but all of them shape us.

Common generational patterns include:

- **Emotional Suppression** – “We don’t talk about feelings in this family.”
- **Scarcity Mindset** – “Money is hard to come by. Don’t expect too much.”
- **Self-Sacrifice & People-Pleasing** – “Good women put others first.”
- **Toxic Relationship Dynamics** – “Love means enduring hardship.”
- **Fear of Success** – “Don’t get too big for your boots.”

These messages are often unspoken, absorbed in childhood, reinforced through family dynamics, and carried into adulthood like invisible chains. But what happens when you realise these chains are not yours to carry?

Recognising When You’re Stuck in a Cycle

Awareness is the first step toward change. Many of us don’t even realise we are living out inherited narratives until we start questioning them.

Ask yourself:

- Do I hear my parents’ or grandparents’ voices in my head when making decisions?
- Do I feel guilty for wanting more or doing things differently?
- Do I struggle to set boundaries, especially with family?
- Do I repeat toxic relationship patterns despite knowing better?
- Do I feel like I’m betraying my roots by stepping into my power?

If you answered yes to any of these, you might be carrying a generational pattern that is no longer serving you.



The Awakening: Acknowledging the Patterns Without Blame

Before you can break a cycle, you must first understand it. Many of the beliefs we inherit were born from necessity - our ancestors did what they had to do to survive in their time.

Your great-grandmother may have sacrificed her dreams because the world offered her no other choice - perhaps safety, stability, or societal expectations dictated her path. During times of war, economic depression, or strict gender roles, survival often meant compliance.

Your mother may have accepted less than she deserved because she was taught that security mattered more than fulfilment, or because breaking the mould was too dangerous.

Maybe scarcity shaped their money mindset, or the necessity of enduring hardship defined their approach to love. But just because something was true for them does not mean it has to be true for you.

You can honour their struggles without adopting their limitations. Understanding that these patterns were born from need, not destiny, allows you to step into the freedom of choice.

Breaking Free: Rewriting the Story

Breaking free from generational patterns requires courage and conscious effort. It's a process of deep self-inquiry, healing, and intentional action. As you work through this transformation, give yourself grace - change happens step by step, and every small shift matters. You are rewriting not just your own story, but the story of those who come after you.

Before diving in, grab a journal and create space for deep self-reflection. This process is what we call shadow work - the practice of uncovering hidden beliefs, wounds, and conditioning that influence your life today. By bringing these subconscious patterns into the light, you can begin to rewrite your brain's wiring and consciously choose a different path. As you go through these steps, take time to write down your thoughts, memories, and emotional responses. This is where the true transformation begins.

So how do you break free from a generational pattern? Here are the steps:

1. Awareness: Name the Pattern

Take a deep breath, sit somewhere quiet, and open your journal. Reflect on patterns that have influenced you. What limiting beliefs do you hold that were passed down? Start by writing: "In my family, we were taught that..." and let your thoughts flow. Be honest with yourself, and remember—this is about uncovering, not judging. Patterns thrive in secrecy. The moment you identify them, their power begins to weaken. Take out a journal and write down the pattern that has held you back. Be specific. Instead of saying, "I have low self-worth," try, "I was taught that my needs should come last." Identifying the pattern is like turning on a light in a dark room—suddenly, you see what's been controlling you.

2. Compassion: Understand Its Origin

Instead of resenting your family for passing down these beliefs, try to see them with understanding. Ask yourself: Why did this belief exist in my family? If your family struggled financially, their scarcity mindset may have been a survival tool, not a personal failing. If women in your lineage stayed silent, it may have been because speaking up was unsafe in their time. When you acknowledge this, you free yourself from resentment and step into healing.

3. Disrupt the Cycle: Make a Different Choice

This is where action meets awareness. Choose one small thing you can do differently today. If your family avoided difficult conversations, challenge yourself to gently express your thoughts. If money was always a source of fear, start acknowledging moments of financial security, no matter how small. Keep track of these daily shifts in your journal—they are the foundation of transformation.

Breaking a cycle starts with small, conscious actions. If your family taught you to stay silent, practice using your voice in safe spaces - say what you need, ask for help, express your opinion. If you were raised with a scarcity mindset, begin noticing moments of abundance in your life, even if it's just a warm cup of coffee or a beautiful sunrise.

Each decision you make differently is a step toward transformation.



4. Create a New Narrative

Your mind is powerful, and the stories you tell yourself shape your reality. Replace limiting beliefs with empowering ones:

- Instead of “Money is always hard to come by,” say: *“I am worthy of abundance, and opportunities are available to me.”*
- Instead of “Love means enduring hardship,” say: *“Love is a partnership built on mutual respect and joy.”*
- Instead of “I must sacrifice myself for others,” say: *“My needs and desires are valuable, and I honour them.”*

Repeat these affirmations daily. The more you say them, the more your brain rewires itself to believe them. There is plenty of evidence out there that support that affirmations work.

5. Embody the Change

Transformation isn't just about thinking differently - it's about living differently. Take intentional steps to reinforce your new beliefs. If you're embracing abundance, take a small financial risk, like investing in yourself. If you're learning to set boundaries, practice saying no to something that doesn't serve you. If you're choosing self-worth, prioritise activities that make you feel empowered.

Change doesn't happen overnight, but with every action, you reshape your legacy.

The Ripple Effect: How Your Healing Changes the Future

When you heal, you don't just change your own life — you change the entire trajectory of your lineage. The patterns you break today will no longer be passed down to the next generation. Imagine a child growing up in a world where self-worth is natural, boundaries are respected, and abundance is embraced. That's the future you're creating.

Think of this work as planting seeds. You may not see the full harvest immediately, but every conscious choice nourishes the soil for something new to grow. And the more you embody this change, the more others will feel inspired to do the same.

When you break a pattern, you don't just change your life - you change the lives of those who come after you. Your children, your nieces and nephews, your friends, because when they see you choosing differently, they learn that they can too.

Healing is not just personal; it's ancestral. You are the bridge between the past and the future. And when you choose to break the cycle, you create a new legacy - one of freedom, power, and authenticity.

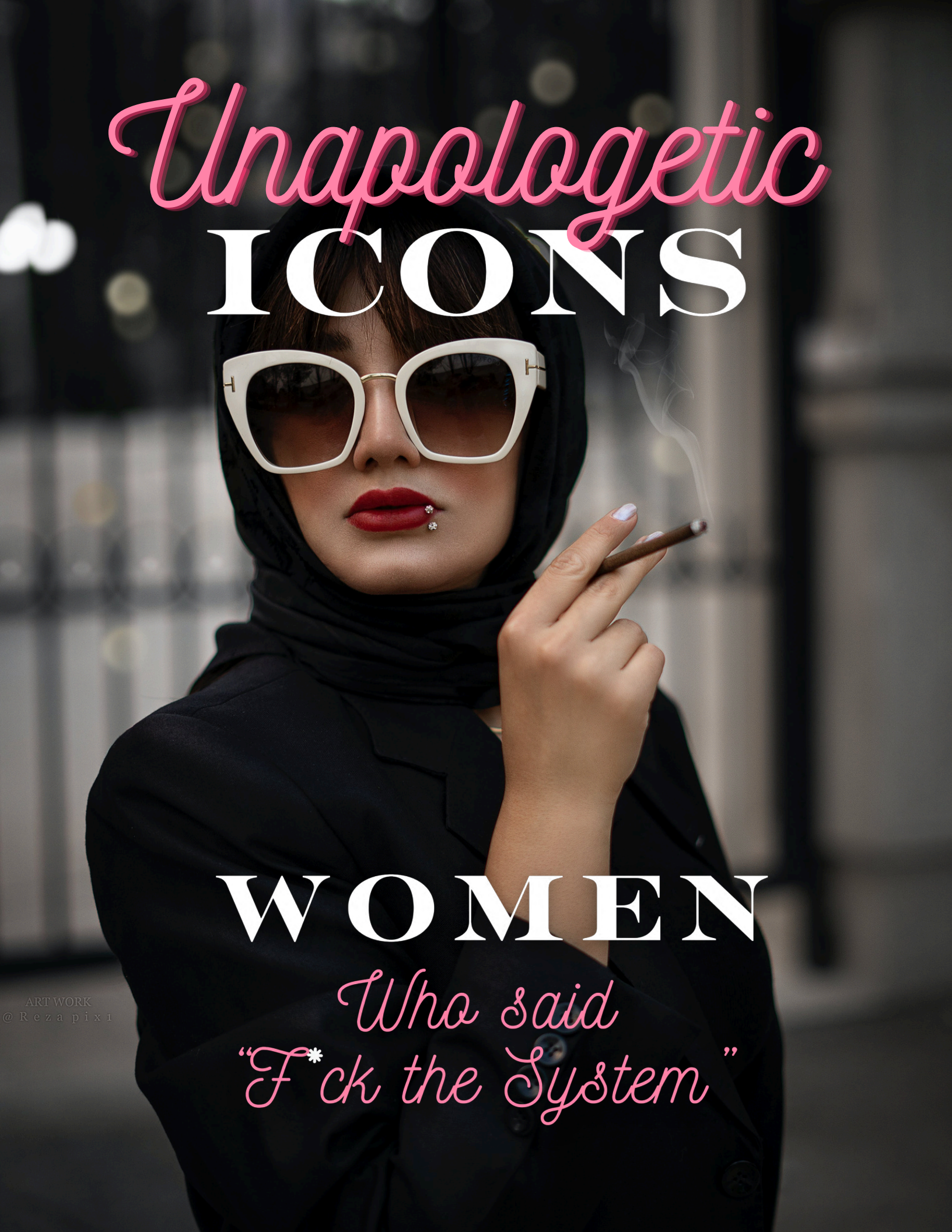
Your Call to Action with this work is to Rewrite Your Story

Take a moment right now. Identify one generational pattern that you want to release. Write it down. Then, write the belief you are choosing to embrace instead.

When you do this work, You are not just healing for yourself - you are healing for every woman who came before you and every woman who will come after.

You are the change.



A woman wearing a black hijab and large white-framed sunglasses. She has red lipstick and a small lip piercing. She is holding a lit cigar in her right hand, with smoke rising from it. The background is a blurred city street with bokeh lights.

Unapologetic ICONS

WOMEN

*Who said
"F*ck the System"*

Unapologetic ICONS

There's something undeniable about a woman who stops asking for permission. When she **steps into her power**, refuses to shrink, and **takes up space unapologetically**, the world doesn't quite know what to do with her.

Because for centuries, women were told to be *good, quiet, small, and agreeable*. And yet, some women—rebels, visionaries, and game-changers—decided that **they wouldn't play by those rules** - those same rules they were expected to play by were the same rules they never wrote.

Many women boldly refused. They walked into rooms where they weren't welcome, spoke truths that made people uncomfortable, and **rewrote history simply by existing in their fullest power**.

This is a tribute to some truly **amazing women** who said "*F*ck the system*" in ways that changed the world—and what we can learn from them as we step into our own unapologetic power.



GLORIA STEINEM

The Woman Who Made Feminism Impossible to Ignore

Gloria Steinem didn't just advocate for women's rights—she made the feminist movement impossible to ignore.

- As a journalist in the 1960s, she went undercover as a Playboy Bunny to expose sexism in the workplace.
- She co-founded Ms. Magazine, creating a national platform for women's voices and feminist thought.
- She became a relentless activist, fighting for reproductive rights, equal pay, and political representation for women.
- For decades, she challenged the patriarchal structures that tried to keep women in the background. And she did it with intelligence, grace, and unshakable resolve.

She once said: "The truth will set you free. But first, it will piss you off."

What We Can Learn: The fight for equality isn't over. If the world isn't listening, make them.

Unapologetic ICONS



HELEN MIRREN

The Woman Who Refused to Fade

Hollywood worships youth, perfection, and silence. Helen Mirren? She laughed in its face.

- She built a career playing bold, complex women—not the submissive, one-dimensional roles actresses were expected to take.
- She never let aging make her invisible. Instead, she redefined what power, beauty, and sensuality look like at every stage of life.
- She once told young women: “Ignore anyone who tells you to ‘behave.’”

Helen didn’t shrink as she got older. She didn’t trade power for likability. And she never let the industry define her worth.

What We Can Learn: Own your presence—at every stage of life. Don’t let the world tell you when you’ve peaked.



JANE FONDA

The Woman Who Refused to Stay in Her Lane

Jane Fonda could have had a controversy-free career. She was beautiful, talented, and Hollywood royalty. She could have played it safe. Instead, she became a warrior.

- She was blacklisted for her anti-war activism when she spoke out against the Vietnam War.
- She got arrested multiple times for climate activism—while in her 80s.
- She used her platform for social change instead of protecting her own reputation.
- She’s spoken out five times during different awards shows - most recently at the 2025 SAG awards about the current draconian administration.

She once said: “Stay curious. Keep learning. Keep fighting.”

What We Can Learn: Speak out. Take up causes that matter. Be brave enough to risk your reputation for something bigger than yourself.

Unapologetic ICONS



RUTH BADER GINSBURG

The Woman Who Rewrote the Rules

Before RBG, women couldn't open a bank account, get a credit card, or sign a mortgage without a man's signature.

- She fought against the laws that kept women financially dependent on men.
- She became a Supreme Court Justice in a field where men dominated.
- She dismantled systemic sexism, one case at a time.

When asked when there would be "enough" women on the Supreme Court, she said: "When there are nine."

What We Can Learn: You are allowed to challenge the system. Your presence in male-dominated spaces is not a privilege—it's necessary.



SIMONE DE BEAUVOIR

The Woman Who Dismantled the "Good Girl" Myth

Simone de Beauvoir wrote the book that birthed modern feminism.

- Her book *The Second Sex* exposed how women were conditioned to be submissive, self-sacrificing, and dependent.
- She challenged the belief that women's purpose was marriage and motherhood.
- She laid the foundation for feminist movements worldwide.

She told women: "One is not born, but rather becomes, a woman."

What We Can Learn: Question everything. The rules weren't made for us—so we don't have to follow them.

Unapologetic ICONS



FRIDA KAHLO

The Woman Who Turned Pain Into Power

Frida Kahlo didn't just create art—she turned her suffering into a visual revolution.

- After surviving polio and a near-fatal bus accident, she used painting to reclaim her body and identity.
- She defied gender norms, embracing androgyny, bold self-expression, and indigenous Mexican heritage in her art and personal style.
- She refused to let disability define her, becoming one of the most celebrated surrealist artists in history.

Her work was raw, unapologetic, and deeply personal—a reflection of a woman who refused to be confined by expectations.

She once said: “I am my own muse. I am the subject I know best.”

What We Can Learn: Your struggles do not make you weak—they are the raw material for your strength.



MAYA ANGELOU

The Woman Who Gave Pain a Voice

Maya Angelou lived a life that defied silence.

- After experiencing trauma as a child, she chose not to speak for years—until she found her voice in poetry and activism.
- She became the first Black female streetcar conductor in San Francisco, a civil rights leader, a performer, and a literary icon.
- *I Know Why the Caged Bird Sings* broke barriers as one of the first autobiographies to openly discuss racism, identity, and sexual violence.

Her voice resonated through generations, proving that words have the power to heal and ignite change.

She once said: “I can be changed by what happens to me. But I refuse to be reduced by it.”

What We Can Learn: Your story matters. Your voice has power. Use it.

Unapologetic ICONS



MALALA YOUSAFZAI

The Woman Who Refused to Be Silenced

Malala Yousafzai survived an assassination attempt at 15—but that was only the beginning of her fight.

- She defied the Taliban's ban on girls' education, refusing to stop attending school.
- After being shot in the head for speaking out, she became a global advocate for girls' education.
- She became the youngest-ever Nobel Prize laureate at 17, proving that no one is too young to change the world.

Malala did not let fear silence her. Instead, she used her voice to amplify millions of others.

She once said: "One child, one teacher, one book, one pen can change the world."

What We Can Learn: Your voice is a weapon. Use it to fight for what matters.



ALEXANDRIA OCASIO-CORTEZ

The Woman Who Shattered Political Expectations

Alexandria Ocasio-Cortez (AOC) didn't come from wealth or political dynasties—she was a bartender with a vision.

- She ran a grassroots campaign and defeated a 10-term incumbent to become the youngest woman ever elected to Congress.
- She brought working-class voices into government, refusing to cater to lobbyists or corporations.
- She continues to challenge the establishment, advocating for economic justice, climate action, and equity.

She was underestimated, mocked, and dismissed. But she never backed down.

She once said: "Women like me aren't supposed to run for office—but we do it anyway."

What We Can Learn: No seat is out of your reach. If the system wasn't built for you, break the mould and claim your space.

Unapologetic ICONS



RIHANNA

The Woman Who Turned Success Into Power

Rihanna didn't just climb to the top—she built her own empire.

- She transformed from a pop star into a billionaire business mogul.
- She launched Fenty Beauty, redefining beauty standards by making inclusivity the norm, not the exception.
- She became a symbol of unapologetic self-expression, refusing to conform to industry expectations.

Instead of just playing the game, she rewrote the rules.

She once said: "There's something so special about a woman who dominates in a man's world."

What We Can Learn: Success isn't just about getting ahead—it's about lifting others as you rise. Own your ambition, and don't apologise for it.

*More Iconic Women Who Said "F*ck the System"*

- **Harriet Tubman:** Freed herself from slavery and risked everything to liberate others.
- **Beyoncé:** Redefined female empowerment in music, business, and culture on her own terms.
- **Oprah Winfrey:** Overcame immense adversity to become a self-made billionaire and one of the most influential women in media.
- **Madonna:** Revolutionised pop culture, defied industry norms, and pushed boundaries on sexuality, self-expression, and female empowerment.
- **Princess Anne:** Rejected the typical royal script, became an Olympian, and dedicated her life to humanitarian work and female leadership in male-dominated fields. She even told the media to "f*ck off" once - my personal favourite royal moment.
- **Serena Williams:** Dominated tennis while fighting racial and gender barriers in sports, proving that women can be powerful, outspoken, and unstoppable.
- **Greta Thunberg:** Inspired a global youth movement for climate action, showing that age and power structures don't dictate impact.
- **Angela Davis:** A revolutionary activist who fought for racial, gender, and class justice.
- **Billie Jean King:** Took on male-dominated sports and won the fight for equal pay.
- **Wangari Maathai:** Founded the Green Belt Movement and changed environmental activism forever.

HOW WILL YOU SAY "F*CK THE SYSTEM"?

The world is changed by women who refuse to shrink. So ask yourself:

- What space are you afraid to take up?
- What rules are keeping you small?
- What expectations do you need to burn to the ground?

Because history isn't just written by the thousands of famous women we admire. It's written by every woman who *chooses* to step into her own power.

Be one of them. Be your own kind of ICONIC.



CREATING UNAPOLOGETIC SPACES



DESIGNING SURROUNDINGS THAT EMPOWER YOU



“ When you create an environment that feels like an extension of your essence, you give yourself permission to take up space—not just physically, but emotionally and energetically. You craft a world that nourishes, inspires, and empowers you.

There's a deep connection between our surroundings and how we feel, think, and show up in the world. The spaces we live and work in influence our confidence, mindset, and energy. And yet, so many of us settle for environments that don't truly reflect who we are.

Maybe it's because we've been told our preferences are too much. Maybe we're afraid of standing out. Or maybe we've just accepted the idea that our spaces are meant to be practical rather than personal. But here's the truth: **An unapologetic life begins with unapologetic spaces.**

When you create an environment that feels like an extension of your essence, you give yourself permission to take up space—not just physically, but emotionally and energetically. You craft a world that nourishes, inspires, and empowers you.

So let's talk about how to make that happen.

THE ENERGY OF SPACE: WHERE YOU SHRINK VS. WHERE YOU EXPAND

Some spaces make us feel instantly at home—like they *get* us. Others make us shrink, feeling like we need to *tone ourselves down* to fit in. The difference? It's not just about aesthetics; it's about energy.



I've stayed in many hotels, but there was one that stood out from the rest. It wasn't sterile like the usual cookie-cutter rooms with identical furnishings. This one had character—mismatched furniture, an old leather trunk as a coffee table, bookshelves filled with history, vintage cameras on display, and a cozy nook by the fireplace. Every piece had a story. It felt warm, inviting, and like a place where I could be me.

That's the kind of space I want to create in my own home—an eclectic mix of old and new, rich with stories and adventure. Nothing is just for aesthetics. Every item holds meaning. But I've also been in spaces where I felt like I didn't belong. Conferences, boardrooms, professional settings where imposter syndrome sneaks in. It's not the walls that create that feeling—it's the people. It's the unspoken hierarchy in the room. But what I've learned is this: *Those people are just human, too.* They have their own insecurities, their own struggles. And realising that helps shift the energy.

When you feel like you need to shrink in a space, ask yourself: *Is this the space itself, or the energy I'm bringing into it?*



THE PSYCHOLOGY OF SPACE: COLOUR, LIGHT, AND ENERGY

Colour, lighting, and textures have a direct impact on our mood.

- **Colour:** So many people are afraid of bold paint choices, but colour sets the tone of a space. My house is full of deep, rich hues—orange in my art, deep greens on my walls, and soon, the most outlandish jungle wallpaper in my dining room. If a colour calls to you, use it. Stop asking for permission.
- **Lighting:** Overhead lighting is my nemesis. It's harsh, unflattering, and uninspiring. Instead, I rely on lamps, smart bulbs, and warm lighting to create the right ambiance. Good lighting changes everything.
- **Textures & Scents:** Every room in my home has something that engages the senses. Soft blankets, cozy rugs, music that fills the air, and scents that change with the seasons—candles, wax burners, and fresh air from open windows. Your environment should feel good, not just look good.

Your space should be something you experience, not just something you exist in.

CURATING UNAPOLOGETIC DIGITAL SPACES

Physical spaces are only part of the equation. Your digital world—social media, online communities, the content you consume—also shapes your mindset.

I've unfollowed so many accounts over the years. Now, my feed is filled with things that inspire me—design, travel, books, nature, coaching. Anything that sneaks in and drains my energy? *Blocked*. You are allowed to curate your online space just as intentionally as your physical one.

Ask yourself: *Do the spaces I spend time in (online and offline) make me feel energised or depleted?*

OWNING THE ROOM: WALKING INTO SPACES THAT FEEL INTIMIDATING

Sometimes, unapologetic spaces aren't created—they're *claimed*. Have you ever walked into a room and felt like you didn't belong? I have. And in those moments, I've learned something important: *It's your own mind creating that feeling*.

When I've been in spaces with people I admire—people who seem so far ahead of me—I've felt like I needed to shrink. But the truth is, they are just people. They have their own fears, their own moments of self-doubt.

So instead of panicking, I get curious.

Curiosity shifts everything. It helps you ask better questions, engage with confidence, and relax into your own presence.

If a space feels intimidating, lean into *wonder* instead of *worry*.





HOW TO AUDIT YOUR SPACE & MAKE IT MORE EMPOWERING

If you want to create an unapologetic space, start by asking yourself these three questions:

- Do I feel relaxed here? If not, what's off? Too much clutter? Bad lighting? Uninspiring colours?
- Is this space missing anything? What would make it feel more *you*? Maybe it's a piece of art, a comfortable chair, or a playlist that sets the mood.
- Is there anything happening here that is really annoying me? If something keeps bothering you in your space, fix it. Uncomfortable furniture, poor organisation, things that don't belong—get rid of them.

Your space should make you feel expansive, not restricted.

TAKE UP SPACE UNAPOLOGETICALLY

The way you design your space is a reflection of how you see yourself. If you're constantly trying to fit into spaces that don't serve you, maybe it's time to build your own.

And this doesn't just apply to your home. It applies to the rooms you walk into, the circles you engage in, and the way you carry yourself in the world. Unapologetic spaces lead to an unapologetic life. So stop asking for permission. Fill your world with colour, sound, texture, and energy that fuels you.

Because the more you own your space—physically, emotionally, and energetically—the more you own yourself.



THE DESIGN YOUR UNAPOLOGETIC SPACE CHALLENGE

Step Into Your Power – One Space at a Time

Your surroundings shape your energy, your mindset, and the way you show up in the world. A space that feels uninspired makes us feel uninspired. A space that doesn't reflect who we are forces us to shrink. But a space that feels bold, intentional, and uniquely yours? That's a space where you expand.

This challenge is designed to help you audit, refine, and transform the spaces you spend the most time in—whether it's your home, your office, your creative space, or even your digital world. It's about creating an environment that unapologetically supports the woman you are becoming.

Are you in? Let's go.

STEP 1: CHOOSE YOUR FOCUS SPACE

This challenge isn't about redesigning your whole house (unless you want to!). It's about intentional transformation, even in small ways. Choose one space that you want to elevate:

- A room in your home (bedroom, office, living area, even your loo-room!)
- A workspace (desk, creative studio, reading nook)
- A digital space (your phone's home screen, your social media feed, your inbox)

Once you've chosen your space, take a deep breath and look at it with fresh eyes. How does it make you feel right now? What's working? What's not?

STEP 2: AUDIT YOUR SPACE

Grab a journal (or your notes app) and answer these three questions:

1. Do I feel good when I'm here?
 - If not, why? Is it cluttered? Too plain? Missing something that makes it feel you?
2. Is there something missing that would make this space feel more aligned with me?
 - A piece of art? A plant? A bold color? A comfortable chair?
3. Is there anything in this space that drains my energy?
 - Harsh lighting? Outdated decor? Piles of clutter? Remove what doesn't serve you.

This audit will give you clarity about what your space needs to become truly yours.

STEP 3: CHOOSE A THEME OR FEELING

Before making changes, define how you want to feel when you step into this space. Here are some unapologetic themes to inspire you:

- Expansive & Creative (bold colours, inspiring artwork, rich textures)
- Grounded & Centred (earthy tones, cosy elements, natural materials)
- Powerful & Fierce (dramatic contrasts, statement pieces, metallics)
- Playful & Unconventional (quirky décor, unexpected colour palettes, mixed textures)

Decide: What words describe the energy I want this space to embody?

STEP 4: UNAPOLOGETICALLY TRANSFORM

Now, **make the changes**—without hesitation. **Here are some ways to bring your vision to life:**

Add a Bold Colour – Paint a wall, add a statement rug, or hang artwork that makes you feel something.

Upgrade Your Lighting – Replace overhead lights with warm lamps, fairy lights, or candles.

Curate What's in the Room – Keep only what makes you feel good. Remove anything that doesn't.

Personalise It – Add books you love, music that inspires you, or objects that hold meaning.

Make It Functional & Beautiful – Your space should not only look good but feel good to *use*.

Trust yourself. If you love it, it belongs. No permission needed.

STEP 5: EXPAND BEYOND PHYSICAL SPACE

Your digital and social spaces deserve an unapologetic refresh too.

Consider:

Social Media Cleanse – Unfollow accounts that drain your energy. Fill your feed with things that inspire you.

Phone & Desktop Detox – Change your wallpaper to something empowering. Organise your apps and files for clarity.

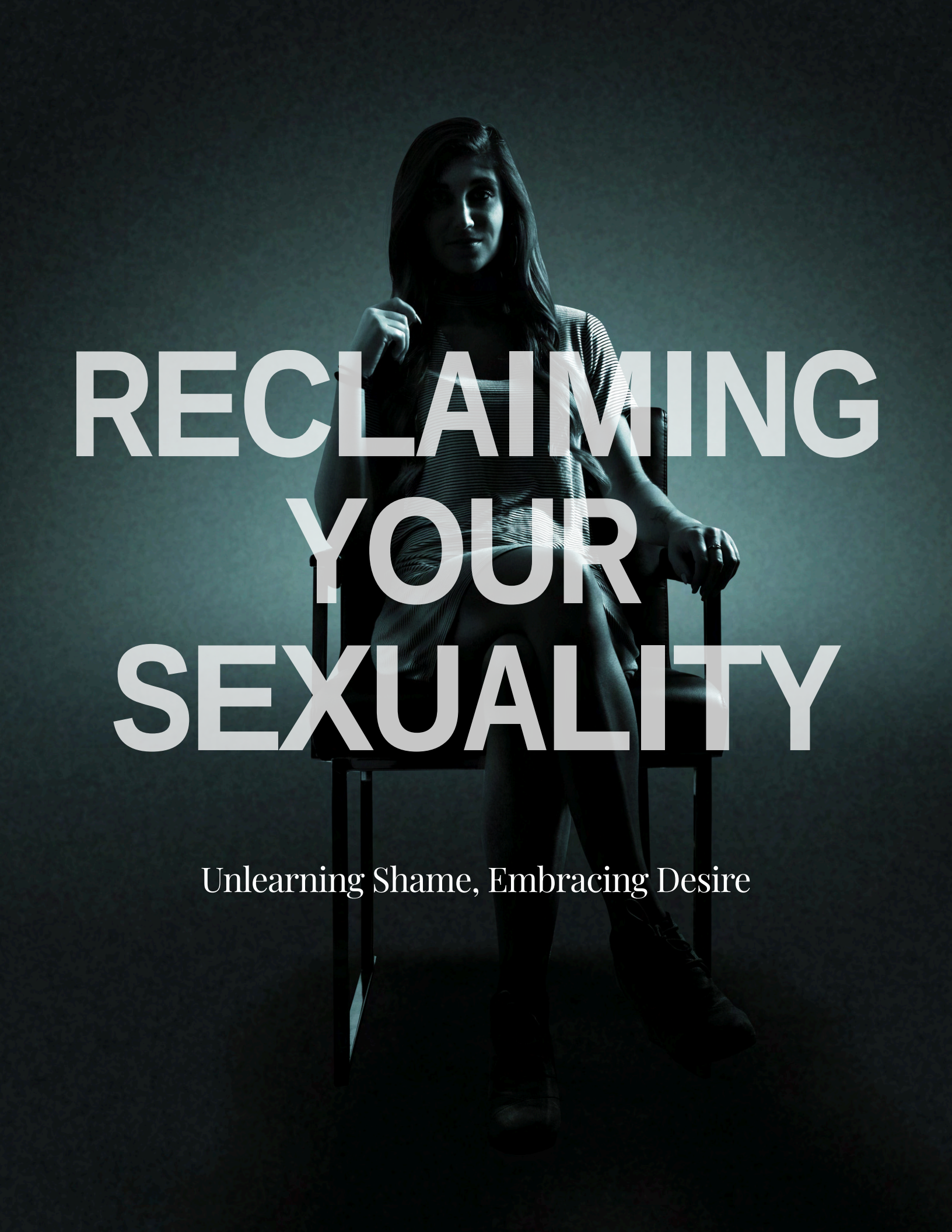
Your Inner Space – Meditate, journal, and check in with yourself. Your mindset is the most important space of all.

STEP 6: SHARE YOUR TRANSFORMATION!

I'd love to see the unapologetic spaces you create! Share your before-and-after photos or your biggest insights from this challenge. Tag me **@kateparker.reawakencoaching** and use **#UnapologeticSpaces** and **#ReawakenQuarterly** so we can celebrate each other's transformations.

Because when you own your space, you own your power.

Are you in? Let's create spaces that fully reflect who we are—without compromise.

A woman with long dark hair is sitting on a dark chair, looking directly at the camera. She is wearing a dark, textured dress. The background is dark and moody, with a spotlight effect on her. The text "RECLAIMING YOUR SEXUALITY" is overlaid in large, white, bold, sans-serif capital letters.

RECLAIMING YOUR SEXUALITY

Unlearning Shame, Embracing Desire

There is a quiet revolution happening among women today—a call to reclaim something that was never meant to be taken from us: our sexuality, our pleasure, our bodies, and our desires. This revolution is not loud or forceful; it does not ask for permission. It is the gentle but firm refusal to carry the burden of shame any longer. It is the decision to step into our full selves, free from the narratives that have sought to control and diminish us.

For centuries, women's sexuality has been policed, repressed, and shrouded in shame. We have been told that our worth is in our purity, that modesty is a virtue, and that desire—especially our own—is something dangerous, something to be feared. But what if we dared to question those narratives? What if, instead of rejecting our desires, we embraced them as a source of power, clarity, and transformation?

The Patriarchy's Oldest Trick: Controlling Women Through Sexual Shame

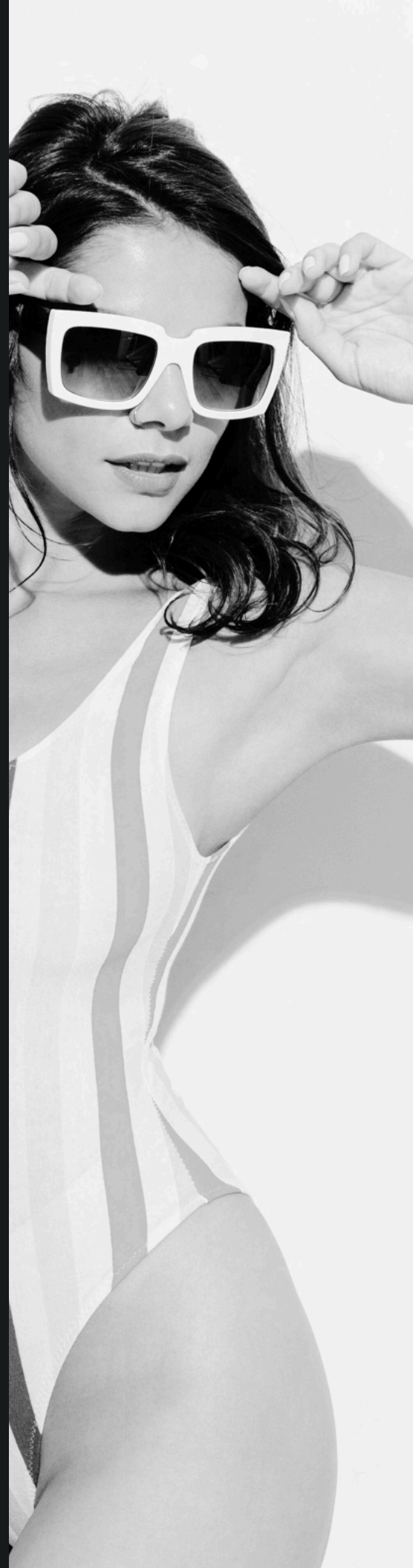
One of the most insidious ways the patriarchy maintains control is by dictating how women should feel about their own bodies. From the moment we are old enough to understand the world around us, we are fed messages about what it means to be a “good” woman. Good women are modest. Good women don't express desire. Good women don't dress in ways that “invite” attention. And, perhaps most harmfully, good women do not center their own pleasure.

I remember being a teenager, flipping through magazines that simultaneously told me to be sexy but not too sexy, to be desirable but not too demanding, to be attractive but not aware of my own power. The contradictions were exhausting. And when I look back, I can see how those mixed messages planted seeds of shame in so many of us—shame that takes root deep within and follows us into adulthood, into relationships, into the ways we see ourselves in the mirror.

The control of women's sexuality isn't just about sex—it's about power. Because a woman who is fully in her body, fully aware of her pleasure, and unapologetic about her desires is a woman who cannot be easily controlled. And that is precisely why so much effort has been put into making sure we never reach that point.

Owning Your Body, Your Pleasure, and Your Right to Express Yourself Freely

Reclaiming our sexuality is about so much more than just sex. It is about ownership—of our bodies, our voices, our choices. It is about breaking free from the need to please others at the expense of ourselves.





Women have been conditioned to see their sexuality as something for others—something to be given away, something to be earned, something to be hidden until the “right” time. But what if we reclaimed it as our own? What if, instead of waiting for permission to feel good, we simply took pleasure for ourselves?

This means:

- Letting go of the idea that our bodies exist to be judged, rated, or validated by others.
- Understanding that our pleasure matters—not as a means to an end for someone else, but as something worthy in its own right.
- Rejecting the idea that expressing our sexuality makes us less valuable or less respectable.
- Recognising that our bodies, our choices, and our boundaries belong to us and no one else.

Deconstructing the Myths: Purity, Modesty, and Female Pleasure

There are so many myths that have been used to keep women small, especially around sexuality.

- *The Myth of Purity*: The idea that a woman’s value is tied to her virginity or sexual “innocence” is one of the most damaging beliefs of all. It reduces women to objects to be preserved, rather than human beings with their own evolving desires and experiences.
- *The Myth of Modesty*: Modesty is often framed as a virtue, but in reality, it is just another way to control women’s bodies. We are told to dress modestly, act modestly, speak modestly—but who benefits from our silence and smallness?
- *The Myth That Women’s Pleasure is Secondary*: Women have historically been seen as the gatekeepers of sex, rather than active participants. Many of us grew up without ever being taught about female pleasure—only about pregnancy, STDs, and how to say “no.” But what if we had been taught about our own pleasure from the beginning? How different would our relationships with our bodies be?

Desire as a Driving Force—Beyond Just Sexuality

Desire is often framed as something purely sexual, but in reality, desire is what fuels us in all areas of life. The same energy that makes us long for connection, intimacy, and pleasure is the energy that drives us to create, to pursue our dreams, to take bold risks.

Women have been told that their desires—sexual or otherwise—are dangerous. We have been encouraged to be grateful for what we have, rather than ask for more. We have been conditioned to suppress our hunger, whether it be for sex, success, freedom, or self-expression.

But what happens when we lean into desire rather than fear it? We become unstoppable. We take up space. We go after what we want without apology. And in doing so, we give other women permission to do the same.

Unlearning Shame and Becoming Bold in Our Thinking

The process of unlearning shame is not easy. It requires deep reflection, self-compassion, and sometimes, confrontation with the very beliefs we have carried for a lifetime. But it is possible. And it is worth it.

Some ways to begin:

- Question everything you were taught about sexuality and femininity. Who benefits from those beliefs? Do they serve you?
- Reclaim your body as your own. Take pleasure in it, whether that means dancing, dressing in ways that make you feel alive, or simply looking at yourself in the mirror with love instead of criticism.
- Surround yourself with women who uplift and empower you. There is nothing more freeing than being in the presence of women who own themselves unapologetically.
- Speak openly about sex, pleasure, and desire. Shame thrives in silence. The more we talk about these things, the less power they have over us.

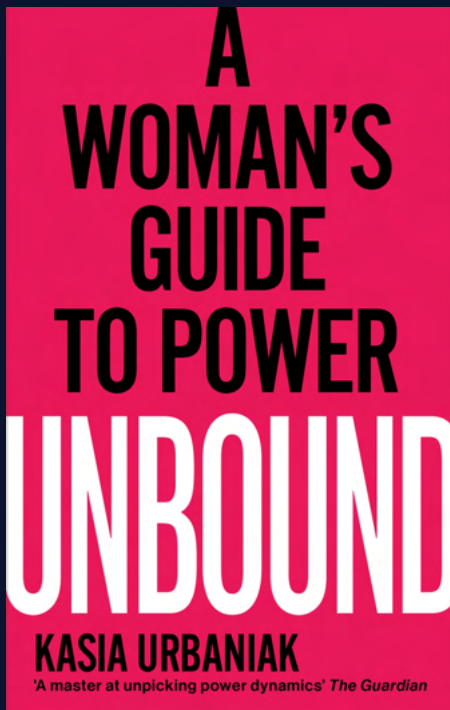
The journey to reclaiming your sexuality and embracing desire is deeply personal, but it is also collective. When one woman unlearns shame, she creates space for others to do the same. And together, we can rewrite the narrative—one where women are free, powerful, and in full ownership of their own pleasure and potential.

The time for permission is over.
The time to reclaim ourselves is now.



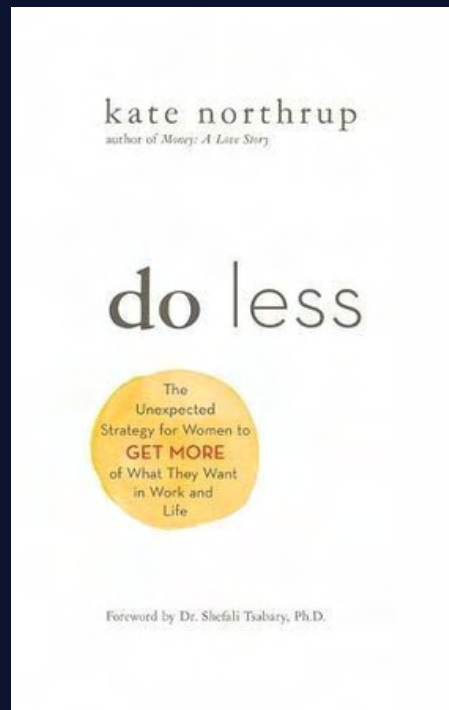
Amazing Reads

This month, I'm sharing some incredible books that captivated and inspired me. Each one offered something unique—whether it was pure entertainment, eye-opening insights, or powerful moments that I knew I had to pass along.



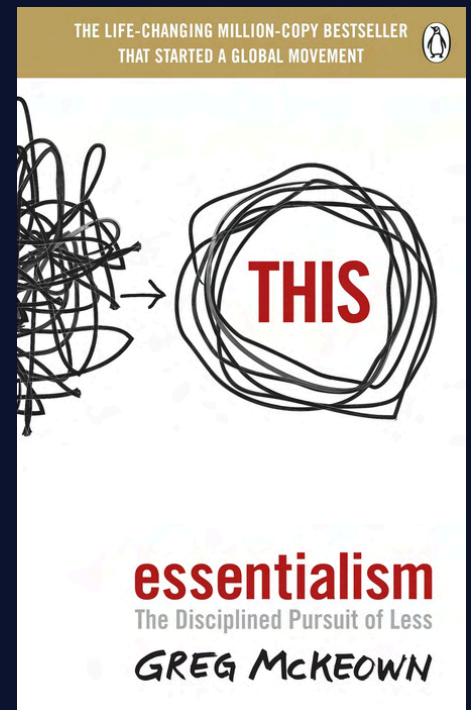
Unbound
by Kasia Urbaniak

This one's a game-changer for any woman ready to reclaim her voice, her power, and her presence. Kasia blends Taoist wisdom with dominatrix sass (yes, really) to teach you how to command attention without losing your softness. If you've ever felt silenced or stuck, *Unbound* will blow the doors wide open.



Do Less
by Kate Northrup

Yes, please! This book is your permission slip to stop hustling and start aligning. Kate Northrup shows how doing less can actually bring you more—more flow, more joy, more time, and more results. It's a must-read for anyone tired of burning out while trying to "do it all."



Essentialism
by Greg McKeown

Think of this as your decluttering guide for life. Essentialism helps you cut the noise, focus on what truly matters, and say a graceful (but firm) no to everything else. If you're ready to stop being pulled in a million directions and start owning your time, this one's for you.

A quick life update

Things have been flowing beautifully lately - like a river with purpose (and a touch of sass). My Word of the Year, CEO, has officially taken the wheel, and let me tell you... she does not mess around. This energy is big, bold, and deliciously decisive. I'm loving every minute of it.

These days, whenever I hit a fork in the road (or a stack of tasks), I ask myself one juicy, magical question:

"What would CEO Kate do?"

And every time, something brilliant unfolds. It's like I've tapped into this next-level version of myself who has no time for faffing, doubts, or unnecessary drama. Just aligned action, baby.

This year has been a whirlwind of branding updates, writing (yes, the manifestation book is still brewing!), podcast episodes, juicy articles, and dreaming even bigger for Reawaken Coaching. The momentum is real. Honestly, sometimes I blink and a whole week disappears. Time is slippery when you're in flow.

On the home front, things are equally sweet. My daughter has settled beautifully into college and has already found her crew. We recently met all nine of her teachers - and I kid you not, every single one of them adores her. It was one of those proud-parent moments that made me reflect on our journey. We've never sugar-coated life for her - we've had honest conversations, surrounded her with adults, and trusted her capacity to grow. I think that's why she can hold a conversation with anyone from a toddler to my friend Jane (who is in her 60s and, apparently, one of her besties now).

In my downtime, I've been devouring books like it's a competitive sport. Not just personal development this time, but a whole buffet of genres—sci-fi, fantasy, and my guilty pleasure: cosy mysteries. Reading lets me see the world through so many different eyes, and it's such a joy to escape into those pages.

Autumn has arrived here in all her golden glory—cool nights, sunny days, and a garden that looks like it's dressing up for a ball. My daughter and I have been pottering around the house, slowly getting things prepped for winter. It's all feeling very wholesome and hygge with plenty of fluffy blankets and candles.

This edition of Reawaken Quarterly is my longest one yet, and I truly hope it lit something unapologetic up in you. Who knows—at some point, I might even need to bring a few more magical humans onto the team. (Future CEO Kate is already making a note.)

With love and big CEO energy,
Kate x



Guess who's back on the mic?

The **Reawaken YOU Podcast** is officially back in action —and she's had a glow-up.

I relaunched in January with bigger energy, bolder truths, and zero fluff.

We're talking real conversations, deep transformations, femme-power moves, Queen Energy, and a little sparkle of mischief (obviously).

If you're ready to ditch the drama, come home to yourself, and reawaken that fire within—this one's for you.

Listen now on Spotify, iTunes, Podbean & more.

Because the world doesn't need a quieter you.

Let's go!



REAWAKEN COACHING

www.reawaken-coaching.com

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[@kateparker.reawakencoaching](#)

A person with blonde hair, wearing a white shirt and light-colored pants, is sitting on a boat deck. They are looking out over a vast blue ocean under a clear blue sky with some light clouds. The boat's railing and part of the deck are visible in the foreground.

REAWAKEN

QUARTERLY EDITORIAL

JULY 2025 EDITION
Coming Soon