

How Moving from ‘Good Girl’ to ‘Uniquely You’ Builds Self-Trust

In 2024, we identified three skills that help women move from ‘good girl’ conditioning toward being more ‘uniquely you’. 75% of women we surveyed told us that showing self-compassion, securely attaching, and strengthening self-leadership had meaningfully shifted how they think, feel, and behave. In 2026, we wanted to understand — how, exactly, are these skills helping?

When we asked 15 women in our 2026 qualitative focus group, self-trust emerged as the central thread. Scoring 4.1 out of 5 on a scale from strongly disagree to strongly agree, these skills made it easier for women to trust themselves to navigate any situation. These skills are not ends in themselves — they are the processes through which self-trust is built.

What initially looks like learning to express ourselves more fully becomes, over time, a capacity to stay with ourselves in the moments where ‘good girl’ conditioning would have previously led us to perform perfectly, please everyone, or protect others.

As this trust develops, these skills appear to create space for more intentional responses — where safety, acceptance, and love no longer have to be earned.

AH-HA MOMENT:

The three ‘uniquely you’ skills – self-compassion, secure attachment & self-leadership – help to develop self-trust.

Love is given by ...



Showing Self-Compassion

Accepting our perfect imperfections, we allow ourselves to learn and grow.



Securely Attaching

Accepting we are worthy of love, we honor our needs.



Strengthening Self

Accepting we are valuable, we transform our wounds into wisdom.

What impact are these practices, tools, or support to be ‘uniquely you’ having?

They are making it easier for me to trust myself to navigate any situation.



They are making it easier for me to trust others to love me for who I really am.



They are making it easier for me to process the grief and gratitude for the world.



Strongly disagree

Strongly agree