

Becoming 'Uniquely Us'

Our research in 2024 with 1,000 Australian women revealed 65% feel pressured to be the 'good girl' others expect — performing perfectly, pleasing others, and protecting everyone. In the short term, these behaviors often win appreciation, recognition, and love. Over time, many women reported they led to exhaustion, loss of self-identity, resentment, and in some cases, much worse.

We also found that breaking free from these early expectations comes through developing self-compassion, secure attachment, and self-leadership. Over time, these practices support higher levels of self-acceptance, wellbeing, freedom, and love — a shift toward becoming more 'Uniquely You'.

In our 2026 research conversations, we found that as the practice of these skills grew women's levels of self-trust, their attention began to extend outward to others and the world around them — reflecting how we are all wired for connection. As we learn to trust ourselves, we feel called to step back into the world as Uniquely Us.

Three themes consistently emerged:

- **Cherishing nature** — Choosing time in nature, we embrace the world's mess and magic.
- **Cultivating community** — Choosing to show up in community, we invest in healthy, respectful relationships.
- **Claiming belonging** — Choosing to own our belonging, we share spaces that feel safe enough.

Good Girl

Love is earned by...

Uniquely You

Love is given by...

Uniquely Us

Love is shared by...

Performing Perfectly

Fearing people's judgment of us, we expect perfection of ourselves.

Showing Self-Compassion

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

Cherishing Nature

Choosing time in nature, we embrace the world's mess and magic.

Pleasing Everyone

Fearing people think we're unworthy, we put the needs of others first.

Securely Attaching

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

Cultivating Community

Choosing to show up in the community, we invest in healthy, respectful relationships.

Protecting Others

Fearing others will abandon us, we silence ourselves.

Strengthening Self

Accepting we are valuable, we transform wounds into wisdom.

Claiming Belonging

Choosing to own our belonging, we share spaces that feel safe enough.

AH-HA MOMENT:

Becoming 'Uniquely Us' means love extends outward — through cherishing nature, cultivating community, and claiming belonging.