



WELCOME TO EMPOWER – AN OVERVIEW

Empower®

YOUR PERSONAL  
WELLBEING JOURNEY



## Welcome to a new era of Wellness!

At Fernwood, we not only understand the importance of physical exercise for good health, we also believe in supporting the body-mind-soul connection through a holistic approach to health. Fernwood Wellness offers members the space to physically and energetically balance their fitness routines with classes, programs and membership components that target mental and emotional wellbeing.

The Empower programs are unique to Fernwood Women's Health Clubs and are part the overarching umbrella of Fernwood Wellness. These programs have been devised to support women on their personal wellbeing journey. Helping them to look holistically at their emotional and mental health to in turn bring about balance to dominant focus of physical fitness we have inherently seen across our industry to date.

# Empower

## Why Empower?

Two sides of the same coin

Wellbeing refers to having a positive state of mental health, general feelings of happiness and life satisfaction. We know from research that how we think and feel impacts many areas of our lives from motivation for exercise, relationship dynamics and even financial stability. With stress, anxiety, burnout and mental illness becoming present in everyday lives there is no doubt that working on mental and emotional wellbeing has never been more important.

At Fernwood we believe in 'flexing the wellness muscle' and it is through our Empower programs we teach mental and emotional 'fitness' to help in areas of: stress management, sleep health, mindfulness and meditation, values alignment and self-care.

Fitness



Wellness



## Introduction to the Empower Programs

Fernwood's Empower programs empower participants to live holistically healthy lives by facilitating personal development in the areas of emotional intelligence, positive psychology, stress management and compassionate practices both towards self and community.



## Scientifically backed

Empower has been created in collaboration with experts from Deakin University's School of Psychology and the Food & mood Centre



**DR SUBHADRA EVANS**

SCHOOL OF PSYCHOLOGY, DEAKIN UNIVERSITY

Subhadra is a Senior Lecturer in Developmental Psychology with specialist research training from the National Institutes of Health on using mind-body interventions, including yoga and meditation, in clinical health research. She undertook this training while working in the Pediatric Pain Program at UCLA. Subhadra's current research

examines the use of mind-body medicine to treat a range of chronic conditions, including period pain, arthritis, irritable bowel syndrome, and parenting stress.



**DEAKIN  
UNIVERSITY**



**DR MANDY O'CONNOR**

SCHOOL OF PSYCHOLOGY, DEAKIN UNIVERSITY

Mandy worked with Deakin University as a Research Fellow in the School of Psychology. She is an expert in intervention and program development using implementation science methodologies. Her research interests include women's health and wellbeing, parent-child relationships, children's health and early education and care. Mandy

has worked collaboratively with industry partners, intermediary research organisations and multiple academic research centres.



## 6-Week Empower Program (including 6-Week Empower Online)

A comprehensive 6-week wellness program that supports women on their personal wellbeing journey by providing tools to help manage stress, anxiety and burnout and bring more peace, confidence and balance into every day.

<p>For Women who want to:</p> <ul style="list-style-type: none"><li>• Manage stress and work-life balance</li><li>• Improve sleep</li><li>• Overcome low self-esteem and regular negative self-talk</li><li>• Align values and goals in both their personal and professional lives</li><li>• Boost emotional intelligence</li><li>• Feel supported in making positive changes in their lives</li><li>• Learn how to positively manage thoughts and feelings</li><li>• Start living in alignment with their true self.</li></ul>	<p>The program includes:</p> <ul style="list-style-type: none"><li>• Weekly live workshops including a 5-10min guided meditation</li><li>• Online program content, including yoga exercises and meditations</li><li>• Program journal for reflection and program guidance</li><li>• Mediterranean recipe E-book</li></ul>
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## 6-Week Empower Program Contents

Week	Week 0	Week 1	Week 2	Week 3	Week 4	Week 5	Week 6
<b>Topic</b>	Welcome & Program Prep  Explore your 'program why'	The Foundations of wellbeing  EQ Mindfulness Meditation Affirmations & Intentions	Stress & Self-Care  Identifying stress in self  The physiology of stress  Self-Care Vs Self-Sabotage	Positive Psychology  Adopting a Growth Mindset  Thoughts – Feelings – Beliefs	Goals, Values & Desires  Meaningful goals  Living in alignment	Anxiety management & Sleep Health  Anxiety and chronic stress  Optimal sleep/wake cycles  Anxiety Inventory	Loving Kindness  Compassion Gratitude Acceptance Forgiveness  Loving Kindness mantras  Self-Love Manifestos
<b>Meditation</b>	Active Reflection	Being Present	Body Scan	3 Second breathing space	Self-hypnosis for success	Mountain Meditation	Loving Kindness



## Empower 6 Week

### Live Workshops (in club or online via Zoom) (1.5hrs)

- 6-8 participants
- 1 workshop per week for 6 weeks
- Multiple programs may run in any given week
- Participants are advised not to miss workshops or join other groups partway through.

### Online portal Pages

Welcome / introduction

Weeks 1 – 6

### Printed Resources

- Empower Journal (SFM)
- Workshop handouts (weeks 1-6)
- Downloadable resources (for participants)
- Feedback form





## Program Delivery

### Coach:

Empower programs must be facilitated by a certified Empower Coach.

- Current wellness coaching qualification
- Mental Health First Aid certificate
- Empower Coach Training (NSO)

### Format

1. Live Workshops
2. Email journey and online content
3. Printed resources

# Empower

## Live workshops (in club or on Zoom)

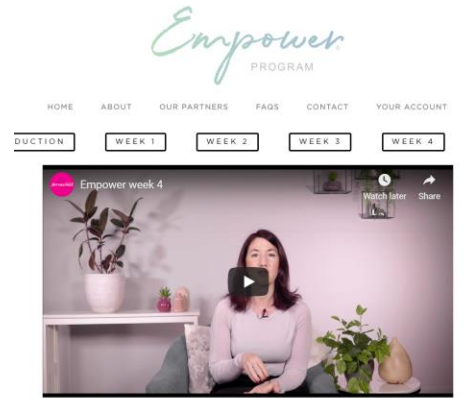
- 1.5 hours in duration
- Weekly Wellness topics
- Workshop activities
- Group discussions
- 5-10mins meditation



# Empower

## Online Content Portal

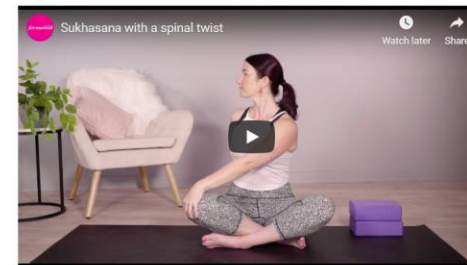
- Email Journey
- Video
- Written content
- Yoga postures
- Meditations



### YOUR MEDITATIVE PRACTICE



### YOUR YOGA POSES



# Empower

## Printed Resources

- Empower Journal
- Program Booklet (for Teen Empower)
- Workshop handouts(6 week) / Worksheets (intensive)
- Questionnaires – EQ, PWI, DASS, Feedback forms



# Empower

## The wellness lounge







## Empower Intensive

An intensive personal wellbeing program that offers 2 days of immersive wellness, yoga, meditation and workshop activities to assist women in managing stress, anxiety and burnout and bring more peace, confidence and balance into every day.

<p>For Women who:</p> <ul style="list-style-type: none"><li>• Find it difficult to manage stress</li><li>• Struggle with poor sleep</li><li>• Experience mild-moderate anxiety</li><li>• Want to understand and utilise meditation and mindfulness in their daily life</li><li>• Learn how to positively manage thoughts and feelings</li><li>• Would like to re-evaluate or set meaningful goals</li><li>• Would like to expand their practice and understanding of Yoga</li></ul>	<p>The program includes:</p> <p>2 days of</p> <p>Empower workshops</p> <ul style="list-style-type: none"><li>• Meditation</li><li>• PowerFlow Yoga classes</li><li>• Yin Yoga and Sound Meditation sessions</li><li>• Mediterranean breakfast, lunch &amp; snacks</li><li>• Online program content, including yoga exercises and meditations</li><li>• Mediterranean recipe E-book</li><li>• Empower journal</li></ul>
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## Empower Intensive Contents

Day	Opening Yoga/meditation	Meals	Workshop 1	Workshop 2	Workshop 3	Closing Yoga /Meditation
One	Meditation followed by Power/Dynamic Flow Yoga	Mediterranean meals and snacks	Your wellbeing 'why'	Stress & your 'Wellbeing Vampires'	Change Your Mind; change your world	Yin Yoga with sound meditation
Two	Meditation followed by Power / Dynamic Flow Yoga	Mediterranean meals and snacks	Living in alignment	Anxiety & sleep health	Self-care & Loving kindness	Yoga Nidra



## Empower Intensive

### Live 2 Days

- 12-25 participants
- Live yoga & meditation classes
- 3 Empower workshops per day (6 in total)
- Ideally days are run consecutively. They can be spread out a week apart. Any more sparse and the impact is lost.

### Online Portal

Welcome / introduction

Weeks 1 – 6 – post 2 day intensive

### Printed Resources

- Empower Journal (to use post 2-day intensive)
- Workshop worksheets
- Downloadable resources (Mediterranean recipe eBook)
- Feedback form

### Additional staff / Resources for Empower Intensive

- Specialised Yoga instructor (*Yin, Nidra, sound meditation, Power/dynamic flow*)
- Catering company – Mediterranean inspired meals



# Empower

## Testimonials

- **Positively infectious!** – The benefits spill into all areas of your life – Hayley Fitzpatrick
- **'Enjoyable, uplifting and enlightening'** – Taryn Brumfitt
- **'The perfect sleep tonic!** Anxiety and general worries would often keep me awake at night – Empower helped me manage stress AND improve sleep through practical techniques – Danielle Finnigan
- **'Easy to commit to!** In just 6 weeks, Empower helped me to form positive habits of daily mindfulness and meditation – Danielle Finnigan
- **Expansive!** Empower helped me to manage my stress by reframing and thinking about things differently'. Danielle Finnigan
- **I was very sleep deprived,** not taking care of myself and overwhelmed. Empower helped me to reassess where I was at and begin to self-care'. – Erin Young

# Empower

## Testimonials

- ***'Well thought out and evidence based!'*** - Danielle Finnigan
- ***'It just makes sense for all women in all areas of life to form life changing habits.'*** – Danielle Finnigan
- ***'Priceless! The time I have invested and all I have gained was certainly worthwhile'*** – Sibel Sengul.
- ***'For every woman! Because self-care is so important and all women often neglect to prioritise themselves and their emotional health'*** – Erin young
- ***'Essential! For any woman wanting to look a bit deeper and put themselves in focus'*** - Bev Marsh
- ***'Life Changing! It helped me to identify my values and goals and shift towards more of a growth mindset'*** – Erin Young



## Testimonials

- ***'I feel better all over! Since starting Empower my approach to wellness has changed I'd say about 100%... To anyone thinking about it, just do it!'*** – Jennifer Lovell
- ***'I have a very busy lifestyle and felt I needed to start controlling some of my anxiety... The best thing has been understanding myself better and knowing that I'm not alone and that there are solutions'.*** - Sibel Sengul
- ***'Transformational! You can not finish this program and not be a changed person'.*** - Taryn Brumfitt – Founder Body Image Movement
- ***'Invaluable! There are many transitional phases in life. Empower has helped me to think about how you want the next phase to look'.*** - Hayley Fitzpatrick



## Teen Empower

A 6-week personal wellbeing program for year 10/11/12 female students to help manage stress, find a healthy study-life balance and deal with common emotional, mental and social challenges many teenagers face today.

<p>For female Teens who want to:</p> <ul style="list-style-type: none"><li>• Create a healthy study plan</li><li>• Manage stress and anxiety</li><li>• Improve sleep</li><li>• Manage emotions and energy levels</li><li>• Implement tools to help with overwhelm and burnout during exam times</li></ul>	<p>The program includes:</p> <ul style="list-style-type: none"><li>• Create a healthy study plan</li><li>• Manage stress and anxiety</li><li>• Improve sleep</li><li>• Manage emotions and energy levels</li><li>• Implement tools to help with overwhelm and burnout during exam times</li></ul>
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## Teen Empower Contents

Week	Topic	Workshop	Yoga / Meditation	Snack examples
1	Introduction to wellbeing and feeling good	EQ PWI Program 'why', intentions & affirmations	Grounding postures Nadi Shodhana Pranayama Mindfulness meditation	Mixed nuts and dark chocolate
2	Stress & 'wellbeing vampires'	Your 'wellbeing vampires' Identifying stress in the body and managing it's negative effects.	Ananda Balasana Virapita Karani Body scan meditation	Hummus and veggie sticks
3	Growth Mindset	TFAEB Model Reframing challenges Applying growth mindset to school and social stresses	Supine Heart Openers 3 Second breathing space	Greek yogurt & mixed berries
4	Hitting your 'feel good' goals	Identifying values and creating meaningful goals Working in alignment	Self-hypnosis for success	Bliss balls
5	Sleep health & self-care	Creating a self-care menu Sleep health Anxiety inventory	Yoga Nidra	Tomato & feta kebab sticks
6	Creating a healthy study-life balance	Empowerment through balanced self-care study plans	Future-pace goal meditation	Rice-crackers & guacamole



## Teen Empower (6 weeks)

### Live Workshops (1.5hrs)

- 6 -10 participants
- 1 workshop per week for 6 weeks
- Multiple programs may run in any given week
- Participants are advised not to miss workshops or join other groups partway through.

Email journey only (no website content)

### Printed Resources

- Teen Empower booklet
- Feedback form



## Testimonials

*"I am in year 12 this year and there's a lot of pressure, trying to balance school, family and friends. I have definitely felt stress physically in my body this year due to the pressure on me. I have felt a general weight on my shoulders that doesn't really go away. I feel nauseous in my stomach often, certainly more than once a week; thinking about the future is hard. I've been feeling pressure from my parents and teachers, and just the general competition between students, especially around exam time.*

*I have certainly lost confidence this year, which is why I decided to partake in the Teen Empower program. My school recommended the Teen Empower program for a safe place to discuss stressors and the pressures we feel. The program has given me skills that I can use on a daily basis to help deal with some of the overwhelm.*

*I've gained more confidence in that I now know ways to deal with stress when it arises. The meditations, positive affirmations and growth mindset sessions have been especially helpful. I think the skills we've learned would have been helpful way before year 12, especially in year 10 with VCE's.*

*The 'mood food' that was provided on the program taught me the kinds of foods I could eat to nourish my brain, for study and exams. The best outcome for me has been feeling an improvement in my overall wellbeing, having a more positive outlook and realising that year 12 is not the end of the world"*

**Tilly Hansen, University High School, Melbourne 2019**



# Empower

## Testimonials

*"There are a lot of expectations from teachers and parents in year 12. You've been told basically at your life that year 12 is where it ends.*

*This year I have struggled with school expectations and confidence with performance. I have also been dealing with issues outside of school and so it's been difficult trying to find different ways to manage all of that. I heard about the Teen Empower program through the school counsellor who recommended it as a way to get away from all these pressures. I know I'm stressed when I get dizzy or hyperventilate and this happens at least once a week.*

*I joined the program because I wanted to have some time in the week when I didn't have to think about everything else going on and to have a safe space to help me relax.*

*I have loved the yoga and meditations; I'd say they have helped me the most with my physical anxiety.*

*I have loved being able to talk about the stresses and worries with my friends. Realising that I'm not alone and that everyone is feeling the same is really comforting.*

**Lauren Sorich, University High School, Melbourne 2019**







## Empower Coach

Are you passionate about supporting our members on their Fernwood journey, through mindset, meditation, positive psychology and coaching practices such as self-hypnosis and values elicitation? If so, becoming an Empower Coach could be your next workplace progression.

Applicants must have (or be working towards) a wellness (level 3) or life or health coaching qualification.

For those who are level IV fitness, the minimum requirement is levels 1&2 (combined) wellness coach – through Wellness Coaching Australia.

See Wellness Coaching Course links here:

Combined Level 1 & 2 - <https://www.wellnesscoachingaustralia.com.au/Wellness-Coach-Training/combined-level-1-and-2-coach-training-courses>

Level 3 - <https://www.wellnesscoachingaustralia.com.au/Wellness-Coach-Training/become-a-wellness-coach-level-3>



## Mandatory Prerequisites

- Current Coaching qualification in Life Coaching, Wellness Coaching or Health Coaching.
- Mental Health First Aid Certification
- Completed Fernwood Empower Coach training
- Passed an 'Interview for competency' with Wellness Training and Development Manager (Fernwood NSO)
- Submitted an EQ and Pre-training questionnaire to Wellness Training and Development Manager (Fernwood NSO)
- Must be female



## Highly Recommended Prerequisites

- Yoga Teacher Training (accredited through a recognised Yoga Alliance).
- Meditation & Mindfulness teaching experience
- Confident public speaker
- Competent group facilitator
- Life experience (age ideally over 30)
- Grounded yet open minded
- Relatable and approachable
- Caring, empathetic and kind
- High Emotional Intelligence
- Good understanding of women's wellness issues
- Good understanding of stress, anxiety and depression
- Demonstrates professional and commercial acumen



## **Possible Coaching agreement options**

### **Freelance Coach**

Facilitates the weekly workshops

Paid for their coaching time

Generally with this set up all program promotions and administration is completed by club staff.

### **Joint Venture (70/30 or 60/40 split)**

Coach shares in profit of Empower program revenue

They responsible for promotions and administration

Contract to be organised between Franchisee and other party company

### **Wellness Co-Ordinator & Coach**

For clubs offering a full wellness membership, we recommend your Empower Coach is also your Wellness Co-Ordinator with Yoga and meditation teacher qualifications.

# Empower

To start your process to becoming a Fernwood Empower Coach, please send an email to [emma.robertson@fernwoodfitness.com.au](mailto:emma.robertson@fernwoodfitness.com.au) for further details including training costs and next availability.