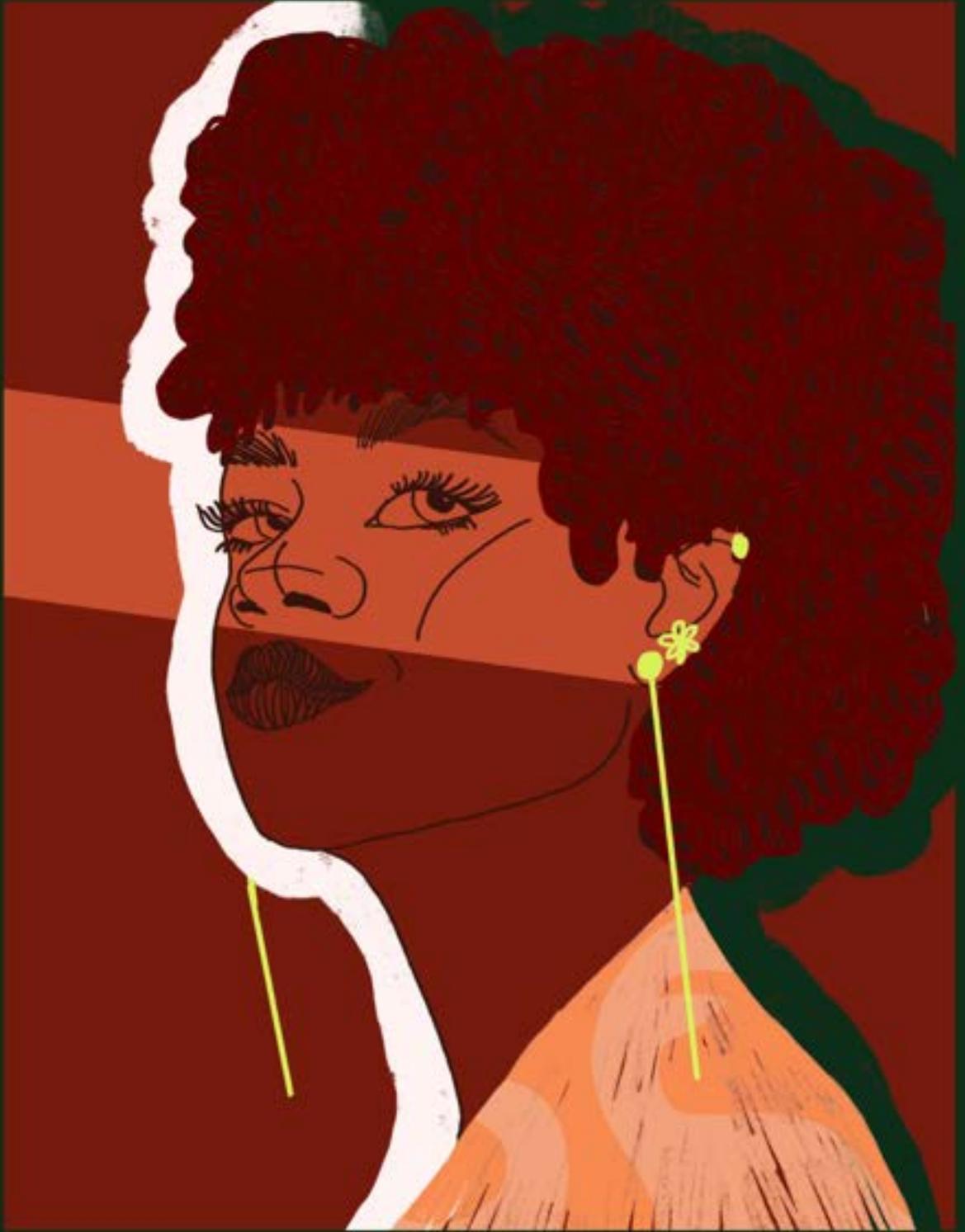


POWER CIRCLES



For women ready to own their power,
voice, and visibility.

YOUR INVITATION

Welcome to Power Circles.

We're so excited to invite you in.

Power Circles was created because too many brilliant women spend too much time second-guessing themselves in spaces that were never built for them. Whether you're navigating a male-dominated workplace, feeling stuck in your career, or just wondering when your power will finally feel like yours—this programme is here to shift that story.

Inside these pages, you'll find more than a programme outline. You'll get a glimpse into a space that's intentionally designed to support your growth, sharpen your voice, and remind you of your own authority. This isn't leadership training. It's about inner power—the kind that shows up in how you move, speak, negotiate, rest, and decide what's next.

If you've been looking for something that meets you where you are—this might be it.

With love and fire,

Seficia & Krista

THE MISSION

Women aren't broken. But we're not always given the tools to build the careers—and lives—we truly want. From an early age, we're taught to work hard, be good, stay grateful. Meanwhile, the confidence, clarity, and negotiation skills that fuel real success often go untaught.

Power Circles exists to change that.

Between us, we've coached and worked alongside hundreds of women in industries like tech, architecture, consulting, media, and finance—brilliant women navigating environments that weren't made with them in mind. Time and again, we saw the same pattern: incredible potential, but no structured support to turn it into self-belief, strategy, or action.

This programme is here to change that pattern.

Power Circles is designed to give you the toolkit you were never handed. The one that helps you:

- Speak with relentless confidence
- Get clear on what you want—and how to go after it
- Understand your value and how to articulate it
- Build habits that support wealth and freedom
- Feel grounded in your purpose and power

It's not about fixing you. It's about expanding what's already there—and finally giving it the structure, space, and support to grow.

This is the work that changes everything.

THE PROGRAMME

1	A structured 8-part programme designed to build clarity, confidence, and connection
2	Each session builds on the last—layering insight, tools, and support
3	Expert-led workshops grounded in real-world challenges and growth goals
4	Multimodal learning: coaching tools, guest facilitators, peer discussion, and skill practice
5	Full access to session materials, growth tools, and community check-ins
6	Post-programme alumni network for continued learning and support



8 SESSIONS

6 KEY CHAPTERS

Power Circles is structured as 6 transformational chapters, but the programme includes 8 live sessions and that's on purpose.

We begin with an opening circle to listen, ground, set intentions, and create trust. We close with a final session to reflect, celebrate, and map out what comes next. These bookend moments are essential—they're where clarity begins and confidence takes root.

The six core chapters in between are where the deep work happens: building confidence, navigating power, shifting habits, and redefining success on your terms.

It's not just about what you learn. It's about how you start and how you finish.

THE 8 SESSIONS

01 Start with fire

Ground yourself, set intentions, and define how you want to show up and be supported.

02 Be Clear, Be You (Selicia)

Define your values, purpose and strengths to lead with intentional authenticity.

03 Relentless Confidence (Guest facilitator)

Reframe imposter syndrome and unlock your inner authority and presence.

04 No Is a Complete Sentence (Guest facilitator)

Learn to advocate for your worth and negotiate like it's your right—not a request.

05 Work-Life Truths

(Krista with a Guest panel)

Define your values, purpose and strengths to lead with intentional authenticity.

06 Money Is Power

(Guest facilitator)

Build financial confidence and long-term wealth strategies that serve your goals.

07 Come Home to Yourself

(Guest facilitator)

Slow down, reconnect with your intuition, and restore your power from within.

08 Keep the Flame Alive

Reflect, celebrate, and commit to your next bold step forward on your terms.

01



START WITH FIRE

Ground yourself, set intentions, and define how you want to show up and be supported.

START WITH FIRE

This is where it all begins—with intention, clarity, and connection.

This opening session is all about listening. It's our chance to hear what's challenging you individually, what you want to shift as a group, and which parts of the programme matter most to you. You'll start shaping your personal goal and choose how you want to show up for yourself and others.

You'll be paired with an accountability partner, define what support looks like for you, and begin creating the foundation for your growth.

We use trusted tools from values-led leadership circles, including practices inspired by Brené Brown's onboarding work and intention-setting frameworks used by senior women in civic and public life.

What we'll do:

- Opening ritual and intention-setting
- How I want to be supported worksheet
- Partner pairing and goal-sharing
- Group agreements and collective naming of hopes, fears, and priorities

Who leads this session:

Hosted by Selicia and Krista, the founders of Power Circles and your lead coaches throughout the programme.

The impact of this session:

You can't lead where you haven't grounded. This session sets the tone and reminds you that this journey is yours—but you won't take it alone.

02



RELENTLESS CONFIDENCE

Reframe imposter syndrome and unlock your inner authority and presence.

RELENTLESS CONFIDENCE

Confidence isn't the problem—it's how the world responds to it.

"Imposter syndrome" was coined by a man in corporate America—and it misses the mark. What we've seen time and again is that women aren't short on confidence, they're navigating environments that punish them for showing it.

This session helps you reclaim your authority, especially in moments where criticism is loud and self-belief wavers. It's about grounding yourself in confidence that holds—even under pressure.

You'll learn how women like Michelle Obama, Jacinda Ardern, and Indra Nooyi centre their leadership in internal clarity, not external approval.

What we'll do:

- Reframe imposter syndrome as a systemic issue
- Confidence rituals grounded in neuroscience
- Conflict navigation tools used by exec coaches and global leaders
- Self-Belief Audit + Power Scripts

Who leads this session:

A guest facilitator chosen for their lived experience, success, and commitment to women's empowerment—confirmed closer to the session date.

The impact of this session:

Confidence isn't taught—it's modelled. You'll be guided by someone who's walked the talk, and you'll leave with tools to stand steady in your own voice.

03



MONEY IS POWER

Reframe imposter syndrome and unlock your inner authority and presence.

MONEY IS POWER

If money shapes freedom, women deserve better tools to build it.

Most of us weren't taught how to grow wealth—we were taught how to save, spend, or survive. This session helps you shift from financial uncertainty to long-term confidence.

You'll learn how to take control of your finances in a way that aligns with your values, ambitions, and lived reality. Whether you're navigating transitions like maternity, divorce, or career change—or simply want to invest for the future—this is about building power that lasts.

We look at the strategies women are using globally to close wealth gaps, including models taught in women-led finance circles, founder networks, and wealth coaching groups.

What we'll do:

- Understand investing as a tool for power, not pressure
- Identify your financial profile and set wealth goals
- Explore long-term planning for security and freedom
- Exercises: Financial Confidence Check + Risk + Return Mapping

Who leads this session:

A financial coach or investment expert who specialises in women's wealth building, chosen based on lived insight and strategic expertise.

The impact of this session:

This is about stepping into financial clarity—without shame, jargon, or overwhelm. You'll leave with practical tools to move from reactive to intentional.

04



**NO IS A
COMPLETE
SENTENCE**

Negotiation isn't about being aggressive. It's about knowing what you're worth and being willing to name it.

Too often, women are told they need to “just ask”—but no one gives them the tools or space to do it safely. In this session, we give you a negotiation framework designed for real-world power dynamics. We cover everything from salary negotiations to boundaries with clients, managers, and teams. You'll practice scripts, build your positioning, and learn how to push back without apologising.

These are the same techniques used by women in C-suite roles, legal teams, entrepreneurs, creative leadership, and political negotiations.

What we'll do:

- Explore your negotiation profile and confidence triggers
- Learn tactics for dealing with pushback and power plays
- Write and rehearse boundary-setting scripts and salary asks
- Exercises: Confidence Pitches + The Non-Negotiable List

Who leads this session:

An experienced facilitator with a background in negotiation, strategy, or legal work. We choose facilitators with sharp tools and deep lived credibility.

The impact of this session:

You'll walk away with a clear sense of what you want, what to ask for, and how to hold your ground—without flinching.

05



**BE CLEAR
BE YOU**

BE CLEAR BE YOU

Your personal brand isn't about being loud—it's about being intentional.

This session is about defining who you are, what you stand for, and how you want to be seen. In a world that often rewards performance over authenticity, we help you build visibility on your terms.

You'll explore your purpose, values, and natural leadership style. We'll look at real examples of women who've built brands rooted in clarity—not conformity—and you'll leave with tools to shape your presence in work, life, and leadership.

We draw on storytelling and brand frameworks used by founders, cultural leaders, and strategic communicators around the world.

What we'll do:

- Map your values, strengths, and guiding purpose
- Define your leadership voice and visibility style
- Build your Personal Brand Canvas
- Exercises: Authenticity Anchors + Strategic Visibility Plan

Who leads this session:

This session is facilitated by Selicia, co-founder of Power Circles and an expert in brand strategy, cultural insight, and equity storytelling.

The impact of this session:

You'll walk away with a clearer sense of your identity—and a personal brand rooted in power, not performance.

06



**WORK LIFE
TRUTHS**

Boundaries aren't just about saying no—they're about protecting what matters.

This session explores how to create space for care, rest, and ambition without burning out. Whether you're a parent, carer, or someone who feels stretched too thin, we'll help you reset the rules.

You'll learn how to set boundaries in work and life that hold, even under pressure. Together, we'll look at how our identities intersect with expectations, and what it means to lead without over-functioning.

We also bring in stories from women navigating caregiving, leadership, and identity so you can learn from real experiences—not just theory.

What we'll do:

- Reflect on your relationship to boundaries and burnout
- Map what you need to protect your time, energy, and space
- Explore allyship for parents and carers
- Exercises: Empathy Mapping + Boundary Builder Toolkit

Who leads this session:

This session is facilitated by Krista, co-founder of Power Circles and a certified coach specialising in career transitions, confidence, and sustainable growth.

The impact of this session:

You'll leave with a set of boundaries that honour your life—not just your job—and tools to help you keep them in place.

07



**COME HOME
TO YOURSELF**

COME HOME TO YOURSELF

Power isn't always loud. Sometimes it's quiet, intuitive, and deeply embodied.

This session invites you to slow down and reconnect with yourself outside of roles, expectations, or performance. It's a chance to integrate everything you've explored so far, and to reconnect with the parts of yourself that often get lost in the pace of life and work.

We use embodied practices like breathwork, meditation, or yoga nidra to help you access your internal rhythm and move from head to body, from pressure to presence.

This is a reset. A chance to notice what's changed—and what's ready to change.

What we'll do:

- Restorative practice guided by a guest expert (e.g. yoga, somatic coaching, or spiritual ritual)
- Reflect on your Power Circles journey so far
- Create space for stillness, integration, and intention
- Exercise: Intuition Journaling + Inner Signal Mapping

Who leads this session:

A guest facilitator with expertise in embodiment, somatic therapy, or spiritual leadership. Chosen for their grounded presence and ability to hold space for reflection and healing.

The impact of this session:

This is where it all comes together. You'll leave with more than insight —you'll leave with peace, clarity, and reconnection.

08



**KEEP THE
FLAME ALIVE**

This is your final session—but it's also a beginning.

We close the circle by reflecting on everything you've discovered and deciding how to carry it forward. This is about momentum. Action. And honouring how far you've come.

You'll revisit your original goals, celebrate your shifts, and define what's next—on your terms. Each woman will choose one bold next step, supported by the group, and we'll map out how to stay connected beyond the programme.

We also introduce you to the Power Circles alumni network, future circles, and ways to continue your growth journey.

What we'll do:

- Guided reflection on your Power Circles journey
- Revisit personal goals and shifts
- Choose and share your next bold step
- Set intentions for continued peer support
- Celebration + close

Who leads this session:

Co-facilitated by Selicia and Krista, founders of Power Circles.

The impact of this session:

You'll leave proud, clear, and ready—with a plan, a community, and your next step already in motion.

YOU'RE READY. NOW WHAT

You've read what Power Circles is.

You've seen what's possible.

Now it's time to decide what this moment will be for you.

If you've been feeling stuck, unseen, or unsure what's next—Power Circles gives you the structure, tools, and support to shift that.

This is a space for women who are ready to show up—for themselves, their growth, and their power.

Not perfectly. But fully.

What You'll Leave With:

- A toolkit to navigate your career with confidence and clarity
- Boundaries, habits, and a personal brand you can stand on
- A powerful community of peers who get it

The reminder that you were never the problem—you just needed the right space to grow

YOUR NEXT STEP

Ready to join the next cohort?

→ [Register now](#) / Apply for the September cohort

Want to get it funded by work?

Download our L&D support letter to help secure your budget on the landing page.

Still have questions?

Reach out to us at info@theshiftmakers.com or follow us on [LinkedIn](#).

Selicia & Krista

