



# Empower Her

In Partnership with THE EVOLVE ACADEMY



As a young female footballer, you're entering a realm that tests your physical and mental resilience both on and off the field. The journey to becoming an elite athlete involves more than simply mastering your skills. Allow this time to build a strong, confident, and resilient mindset. We designed this workshop to assist you in navigating the unique challenges you may encounter, such as body image concerns, confidence struggles, and performance pressure.



## FUEL TO PERFORMANCE

In this workshop, you'll discover the concept of designing your own vehicle towards practical strategies to not only overcome these challenges but to thrive as an athlete. Here's what you can expect:

### UNDERSTANDING YOUR BODY IMAGE:

Learn how to embrace your body as it is, focusing on its power, strength, and ability to perform at its best. We'll celebrate our uniqueness and understand how to manage that self talk and provide tools to help you cultivate a positive body image.

### DEVELOPING RESILIENCE:

Every athlete faces setbacks, but what sets the outstanding ones apart is their ability to bounce back. You'll engage in scenarios that test your resilience and learn strategies to handle challenges with a positive mindset.

### BUILDING UNSHAKEABLE CONFIDENCE:

Confidence is key to unlocking your full potential on the field. Through interactive exercises, you'll learn how to boost your self-esteem, set meaningful goals, and visualise your success—both individually and as part of a team.

As football is a team sport, your team's strength lies in the support you provide to each other. We'll work on building a team culture that encourages positivity, mutual respect, and unwavering support.



# packaged FOR GROWTH

- Creation and delivery of program lead by experienced facilitators
- In person workshops - pre-recorded additional learning to sustain results
- Access to the “Evolve Community Hub” with resources and inspiration for continued growth
- Intrinsic and group collaboration towards growth and development
- Blended learning and delivery styles to ensure an inclusive learning environment
- Extensive 50 page workbook with strategies & insights towards self-development
- Pre-recorded Inspiring Guest Speakers, athletes from various sports.
- Team interaction, building communities
- Inclusive, interactive and fun facilitation designed for diverse women
- Access and support from Deb Elliott throughout the series and beyond
- Access to continue the journey with Football NSW Alumni Facebook Community
- Coaches support, upskilling coaches with the tools to thrive, overview of program and framework.

## TARGET audience

This program is designed for young women aged 14–18 who are competing at the NPL level and identify as female athletes. It is for those eager to build their confidence, expand their resilience, and gain a deeper understanding of how body image impacts their lives. If you're looking for strategies to develop a positive mental attitude and step into life with full confidence, this program will empower you to step onto the field at your full capacity, ready to tackle challenges in sports and beyond.

Women walk away with a lifetime of strategies that can be used in all facets of their lives. Associations will see change from the first workshop through to the next season and beyond.

Fostering confidence from within will assist women in realising their potential, enabling them to seek out and create opportunities to further develop, and understand what is in their control. At each stage we will see more women focusing on their unique and individual goals and in return more empowered to seek out opportunities, and feel more engaged in their sport.



# EDUCATE EMPOWER ENCOURAGE

## PART *One*

### **Building a high performing car**

Bringing in meaning to building a car for kids in need will allow them to connect to their own purpose. And giving a little act of kindness to build confidence.

Comparison within the vehicle, as we do with each other, the negative impact of comparing.

## PART *Two*

### **Emotional Resilience**

Mindfulness

Self-Doubt - CBT

Positive Mental Attitude

## PART *Three*

### **Unshakeable Confidence**

Self Drive and taking ownership

Goal Setting

Reactive vs Responsive Behaviours



# sustainable RESULTS

TAILORED  
PROGRAM  
CREATION

ENGAGING AND  
INTERACTIVE  
FACILITATION

DIVERSITY  
AND  
INCLUSION

WORKBOOK  
FOR  
CONTINUED  
SUPPORT

EVOLVE  
COMMUNITY  
HUB

ONLINE  
ADDITIONAL  
RESOURCES

ACTION  
PACKED  
WORKSHOPS

COACHES  
TRAINING OR  
SERIES OF  
EMAILS/VIDEOS

SUPPORTIVE  
AND NURTURING  
ENVIRONMENT

## ABOUT THE *facilitator*



*Deb was able to recognise where each person was able to share and contribute to discussions, and encouraged us to continue learning outside of the sessions. Deb is an expert presenter and facilitator - very inspiring! I also appreciate the extra time Deb took to help talk through my personal challenges and help me think about things with a new perspective.*



# ABOUT *deb elliot*

## CEO + Founder of The Evolve Academy & Evolving Kids

Deb is the founder of a leading training and development organisation focused on women's development and a platform for empowering youth with the resilience to thrive.

Deb is highly regarded as an experienced and engaging facilitator who is passionate in helping women achieve their full potential in their professional and personal lives. Her programs are known for her fun and interactive style while ensuring participants feel safe and supported. Deb ensures that each participant enjoys individual support with their development plan and goals and she thrives on seeing how they move forward throughout her programs.

Deb has been designing, developing and delivering programs since 2004 across Finance, Banking, Insurance, Sporting and Government Sectors Globally.

Deb is the creator of all Evolve Programs, an author, currently attending her diploma of Positive Psychology and Wellbeing, qualified DiSC Assessment, Gallup CliftonStrengths Coach, Mindfulness Coach, NLP Coach and she holds a Cert Four in Training and Development. Most recently Evolve was recently selected as a finalist for Australian Women's Small Business Champion Awards 2023 and 2024, Business xCellence Awards 2024 & NSW Business 2023 Awards.

Deb personally facilitates a variety of Women's Development Programs in Australia and is committed to helping individuals unlock greater potential and step into the spotlight.

Along with this, Deb is all about giving back to her community with her Board of Director role at Manly United Football Club, bringing a more inclusive environment where players and coaches feel supported.



*Deb is extremely engaging and brings great energy and positivity to everything she does. The group activities were very well set up and Deb ensured high levels of participation.*



*Deb strikes a great balance of respect, understanding and encouragement. I'm usually a classic cynic in these types of courses, but I have thoroughly enjoyed + gotten a lot out of the course.*



*Deb was the perfect balance between opening the floor for open discussions and sharing her own life experiences. Deb created a safe space and did an excellent job of drawing out the 'real' message when we have difficulty conveying the message clearly.*



For any further questions or information, please feel free to reach out.  
We pride ourselves on giving you a full comprehensive guide on the program before you decide  
if it's the right investment for your initiative.

“My mission in life is not merely to survive, but to thrive:  
and to do so with some passion, some compassion, some  
humour and some style.”

*-maya angelou*



**FOOTBALL  
NSW**

**In Partnership with:  
The Evolve Academy**

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**Or come join our socials:**



EMPOWERHER PROGRAM