

A SHY ROSE PUBLISHING LLC

WOMEN'S WORKSHOP

Take Courage

The Women F.O.C.U.S. Framework

From Scattered & Stretched → Grounded & Moving

CLARITY · COURAGE · CONFIDENCE



FEATURING

Ashley Rose Marcum

SPEAKER · ARTISTIC DIRECTOR · AWARD-WINNING AUTHOR

INTRODUCTION

This Is Your Season. Not to Have It All Figured Out — But to Find Your Focus.

A high-impact recalibration for women who are tired of living scattered and stretched thin — and ready to move with clarity and courage.

As women, we are often holding everything together — carrying responsibilities no one sees, balancing expectations we didn't create. And somewhere along the way, we lose clarity of what we actually need.

In today's overloaded world, clarity, courage, and confidence aren't just desirable — **they're necessary**. They are essential for women who are tired of surviving their lives and ready to start choosing them.

The problem is not you. It is not that you lack discipline or motivation. It is that you've been navigating a level of cultural overload that was never meant for one person to carry alone.

The **Women F.O.C.U.S. Workshop** is built specifically for women who are ready to stop reacting to the noise — and start building the clarity, habits, and courage to move toward the life they actually want.

THE REALITY

You Are Not Behind. You Are Overloaded.

Before we move forward, we name what is actually happening — and why it matters for women specifically.

Women don't struggle because they lack drive. They struggle because they are navigating a compounding set of pressures that erode the very clarity momentum requires:

~ Constant mental load

~ Emotional responsibility

~ Endless inputs and expectations

~ Comparison and self-doubt

~ Caring for others before self

~ No space to hear your own voice

These are not character flaws — they are structural realities of what it means to be a woman in today's world. And they have measurable consequences.

8.25s

Average human attention span today

28%

Of every workday lost to interruptions

70%

Of adults feel mentally exhausted before lunch

If you feel scattered, overwhelmed, or stuck — you are not broken. You are overloaded. **And overload is a systems problem with a systems solution.**

You are not behind.

You are not too much, or not enough.

*You are a woman who needs **focus, not more pressure.***

The Women F.O.C.U.S. Framework™

A five-step methodology built for the specific pressures women face — not a list of tactics, but a rewiring of how you think, feel, and move.

F

COME BACK TO YOURSELF

Find Your Goal

In a world where women are constantly told who to be, clarity becomes an act of courage. Women will learn to identify what they actually want (not what's expected), separate their own voice from outside noise, and recognize the emotional weight clouding their direction. *You are allowed to want something for yourself.*

O

RELEASE THE PRESSURE TO DO IT ALL

Organize Your Path

Women don't struggle because they lack drive — they struggle because they're trying to carry everything at once. This section helps women simplify the path, break goals into manageable steps, and replace overwhelm with structure. *You don't need to do everything. You need to do the right next thing.*

C

PROTECT YOUR ENERGY

Cultivate Time & Habits

For women, distraction isn't just external — it's emotional labor, mental tabs constantly open, and the habit of caring for others before self. This section helps women reclaim attention without guilt, build habits that support rather than drain, and create space without feeling selfish. *Rest is not a reward. It is a requirement for momentum.*

U

RELEASE WHAT WAS NEVER YOURS TO CARRY

Unclutter the Mind & Soul

Women often carry guilt, comparison, shame, and unrealistic expectations — and this silently blocks confidence. Women learn to identify emotional clutter, replace harsh inner dialogue with self-compassion that strengthens action, and release what was never meant for them. *You don't have to be perfect to move forward.*

S

TRUST YOURSELF AGAIN

Step Boldly, Dream Bravely

Many women don't lack ability — they've just stopped trusting themselves. This final step helps women rebuild confidence through action, take aligned risks, and move forward without needing certainty first. You don't need to feel ready. You just need to trust yourself enough to begin. *Confidence is built through movement, not waiting.*

WORKSHOP STRUCTURE

Half-Day Intensive Agenda

Available as a half-day (3–4 hrs) or full-day (6–8 hrs) format — in person or live virtual.

TIME	MODULE	OUTCOME
0:00–0:20	Welcome — The State of Our Distraction	Women name cultural overload as a shared reality, not a personal failure
0:20–0:50	F — Find Your Goal	Each woman identifies what she actually wants — separated from outside expectation
0:50–1:20	O — Organize Your Path	Women simplify their path and build a Next Honest Step map
1:20–1:30	Break + Somatic Reset	Body-based regulation to restore nervous system clarity before continuing
1:30–2:00	C & U — Cultivate + Unclutter	Habit-building tools + releasing guilt, comparison, and emotional clutter
2:00–2:30	S — Step Boldly, Dream Bravely	Each woman commits to a 24-Hour Courage Contract
2:30–3:00	Integration + Collective Encouragement	Group accountability commitments + closing benediction

What Women Walk Away With

By the end of this workshop, women stop surviving their lives — and start choosing them.



Clearer Sense of Direction

A defined personal goal that is truly hers — not shaped by expectation or pressure from others.



Increased Focus & Mental Clarity

Practical tools to cut through the noise and restore the mental space clarity requires.



Emotional Relief & Grounded Confidence

Freedom from guilt, comparison, and shame — replaced by self-compassion that actually fuels action.



Practical Systems for Real Life

The Momentum Map, Distraction Audit, and Courage Contract — tools that work the moment she leaves the room.



Renewed Belief in Herself

Confidence rebuilt through movement — not perfection — so she can step forward without waiting to feel ready.



Community & Shared Momentum

A collective courage commitment — because women move farther, faster, when they move together.

Interactive Reflection Tools

Each exercise is immediately actionable — not theoretical. Women do the work inside the room.

EXERCISE 1 — FIND YOUR DIRECTION

My ONE focus goal for this season (what I actually want — not what's expected):

Why this goal matters to me:

Who I become if I follow through:

Does this goal feel aligned with me — or pressured by others?

EXERCISE 2 — UNCLUTTER THE NOISE

The biggest distraction or expectation currently stealing my focus:

A negative voice or belief I need to stop listening to:

What I am carrying that was never mine to carry:

One thing I will do to create more mental and emotional space this week:

EXERCISE 3 — MY COURAGE COMMITMENT

One daily habit I will start building:

One brave step I will take this month:

What might try to stop me:

What I will do anyway:

I don't need perfect confidence. I only need the courage to take the next step. Take Courage.

KEY PHRASES WOMEN WILL CARRY FORWARD

"You are not behind. You are overloaded.

"Clarity becomes an act of courage when the world tells you who to be.

"You are allowed to want something for yourself.

"Rest is not a reward. It is a requirement for momentum.

"You don't have to be perfect to move forward.

"Confidence is built through movement — not waiting until you feel ready.

"The life you're meant to live is not found in doing more — but in focusing on what matters most.

INVESTMENT

What's Included

Everything a woman needs to move from cultural overload to intentional clarity and courageous momentum.

PER PERSON INVESTMENT

\$400

per participant · half-day intensive

- ◆ Full Women F.O.C.U.S. Workshop
- ◆ Take Courage Physical Workbook (Ashley's award-winning guide)
- ◆ The Momentum Map + Distraction Audit worksheets
- ◆ Somatic Reset Toolkit for stress and nervous system regulation
- ◆ 24-Hour Courage Contract accountability framework
- ◆ 1:1 Private Coaching Call with Ashley (30 min)
- ◆ 65-Day Brave Repeat Follow-Up Framework

BOOK YOUR WOMEN'S WORKSHOP

Group rates available for women's groups of 8+. Full-day format and virtual delivery available upon request.

Contact: ashyrorepublishing@gmail.com · 513-255-6130

WHAT PEOPLE ARE SAYING

Why Women Love This Workshop

From students to executives — women consistently describe this experience as a turning point.

“*Ashley speaks to universal truths about the human condition in a positive, simple, and accessible manner. Everyone can relate to her message in their own life, which is the first step to positive change.*”

**DR. LEAH WASBURN-MOSES · PH.D.,
PROFESSOR OF EDUCATIONAL PSYCHOLOGY,
MIAMI UNIVERSITY**

“*This keynote focuses on cleaning the conscience. Without guilt or jealousy clouding the mind, one is free to mentally follow the dream one holds in their heart. An honest concept — excitingly presented.*”

MURIEL CANFIELD · AWARD-WINNING AUTHOR

“*Ashley is a dynamic speaker. She delivers with clarity and conviction. She understands how to serve her audience. What stands out is how genuine and confident she is from her presentation.*”

JESSE CRUZ · SPEAKER AND AUTHOR

“*Ashley doesn't just inspire — she gives you the tools to actually move differently. If you are ready to stop reacting and start building the life you actually want, this is the experience you need.*”

**WORKSHOP PARTICIPANT · WOMEN'S
LEADERSHIP GROUP**

*Freedom grows when we choose focus —
when we turn toward what matters most.*

*When we name what we're holding,
organize what we carry,
lead with compassion,
clear the noise within,
and step forward with courage...*

Momentum returns.

Not forced. Not frantic.

But steady. Rooted. Real.

*The strongest sung harmonies
are born from a solid tune of many.*

— Ashley Rose Marcum

YOUR FACILITATOR

Ashley Rose Marcum

*Speaker · Artistic Director · Four-time award-winning author · Founder of the TAKE
COURAGE™ Momentum Framework.*

Ashley Rose Marcum is a resilience coach, speaker, and founder of the F.O.C.U.S. Momentum Framework — helping women trade distraction for clarity and build compassionate courage in everyday life. With over **20 years of lived leadership** — not theory — guiding others through dance, fitness, business ownership, and personal growth, Ashley brings a deeply grounded and practical presence to every room she enters.

Her work is shaped by real life: running a business, mentoring hundreds of people, and raising six children while navigating challenges with grace, grit, and faith. Ashley's sessions are relatable, energizing, and deeply actionable — blending story, science, and compassion to help women move forward with clarity instead of overwhelm.

- Four-time award-winning author of 7 published books
- Founder of TAKE COURAGE™ — registered trademark and proprietary framework
- 20+ years guiding women in leadership, fitness, creative direction, and personal resilience
- Creator of the Women F.O.C.U.S. Framework™ and Momentum Methodology
- Available for in-person and live virtual women's events, conferences, and organizations

Enrichment begins within. Dream boldly. Live bravely. Take Courage.

A Shy Rose Publishing LLC

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