

A SHY ROSE PUBLISHING LLC

CORPORATE WORKSHOP

Take Courage

The Momentum Intensive

CLARITY · CONFIDENCE · MOMENTUM

FACILITATED BY

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RESILIENCE COACH · SPEAKER · AUTHOR

INTRODUCTION

This Is Not Just a Workshop.

This is a high-impact recalibration for your team — built to bridge the gap between survival mode and sustainable momentum.

We are living in the most distracted era of human history. Your team's struggle with focus isn't a leadership failure — it's **Cultural Overload**. In this intensive, we systematically strip away the noise that fragments attention and replace it with a precision-tuned engine for momentum.

By the end of this workshop, your team will leave with a personalized Momentum Map, proven somatic tools to reduce stress, and the clarity to drive toward your organization's beautiful horizon — together.

It's time to stop feeding the distractions and start fueling the destiny your team was meant to live. Let's trade survival for strength. Let's Take Courage.

THE REALITY

The Cost of Cultural Overload

Before we can move forward, we have to understand what's actually stealing your team's momentum.

8.25s

Average human attention span today

28%

Of every workday lost to interruptions

23 min

To regain deep focus after one interruption

34 GB

Of information consumed daily per person

40%

Productivity drop from multitasking

70%

Of adults feel mentally exhausted before lunch

If your team feels scattered, overwhelmed, or stuck in survival mode — they are not broken. They are overloaded. And overload is a systems problem with a systems solution.

THE METHODOLOGY

The F.O.C.U.S. Framework™

A proven, five-step methodology to clear the fog and drive your team toward their beautiful horizon.

F Find Your Goal — The Act of Courage

Identify the signal in the noise. Naming your direction with clarity increases follow-through by **42%**. Clarity isn't a luxury — it's a competitive advantage.

O Organize the Path — Micro-Milestones

Break the mountain into the Next Honest Step. Movement without direction leads to exhaustion. Small, consistent steps trigger dopamine rewards that sustain momentum.

C Cultivate Time & Habits — The Brave Repeat

Move past the 21-day myth. Research shows habits take an average of **65 days** to become automatic. The Brave Repeat method builds neural pathways that make focus your team's new default.

U Unclutter the Mind — The Cortisol Cure

Release internal noise — shame, comparison, resentment — that drains cognitive fuel. Compassion lowers cortisol and restores your team's edge. You cannot drive toward the horizon dragging the rearview mirror.

S Step Forward Boldly — Courage Is Movement

Confidence is a result of action, not a prerequisite for it. Courage is simply movement with the fear still present. Every step rewires the brain from Survival Season to Momentum Season.

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 Reality Check	Team identifies Cultural Overload as a shared challenge, not personal failure
0:20–0:50	Part 1 — The Distraction Audit	Each person names their top "Parking Meters" stealing team momentum
0:50–1:20	Part 2 — The Momentum Map (F & O)	Team builds individual Goal Clarity + Micro-Milestone maps
1:20–1:30	Break + Somatic Reset	Nervous system regulation exercise to restore focus
1:30–2:00	Part 3 — The Engine (C & U)	Brave Repeat habit-building + Internal Clutter release
2:00–2:30	Part 4 — Step Forward Boldly (S)	Each participant commits to a 24-Hour Courage Contract
2:30–3:00	Team Integration + Q&A	Group accountability commitments + closing benediction

DELIVERABLES

What Your Team Walks Away With

Every participant leaves with tangible tools — not just inspiration.



The Momentum Map

A personalized, actionable plan aligned to their current season — not a generic goal sheet.



The Distraction Audit

A clear picture of the "Parking Meters" currently stealing their destiny — and a plan to stop feeding them.



Take Courage Physical Workbook

Ashley's award-winning companion workbook for 65 days of continued growth after the workshop.



The Somatic Reset Toolkit

Physical, body-based tools to stabilize the nervous system and sharpen focus under pressure.



1:1 Coaching Call with Ashley

A private 30-minute follow-up call with Ashley to personalize your momentum plan post-workshop.



24-Hour Courage Contract

An immediate, accountable next step — because momentum begins the moment the workshop ends.

WORKSHOP EXERCISES

Interactive Elements

Each exercise is designed to be immediately actionable, not theoretical.

EXERCISE 1 — GOAL CLARITY BUILDER

My ONE Focus Goal for this season:

Why this goal matters to me:

Who I become if I follow through:

What happens if I stay where I am:

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

EXERCISE 2 — DISTRACTION AUDIT

My top 3 "Parking Meters" (distractions stealing my momentum):

Which one is costing me the most clarity?

Which one am I ready to stop feeding today?

EXERCISE 3 — 24-HOUR COURAGE CONTRACT

My ONE action in the next 24 hours:

When I will do it:

What might try to stop me:

What I will do anyway:

I choose movement over hesitation. I choose clarity over distraction. I choose courage.

"Your brain isn't broken — it's just over-budget.

"Stop being a spectator of your life and start being the driver of your destiny.

"Don't quit on day 22 of a 65-day journey.

"Courage is movement with the fear present.

"The horizon doesn't move toward you — you move toward the horizon.

"Compassion lowers cortisol and raises momentum.

"Your next honest step is the only one that matters.

INVESTMENT

What's Included

Everything your team needs to move from Cultural Overload to intentional clarity.

PER PERSON INVESTMENT

\$400

per participant · half-day intensive

- ◆ Full Take Courage Momentum Intensive Workshop

- ◆ Take Courage Physical Workbook (Ashley's award-winning guide)

- ◆ The Distraction Audit + Momentum Map worksheets

- ◆ Somatic Reset Toolkit for ongoing stress management

- ◆ 24-Hour Courage Contract accountability framework

- ◆ 1:1 Private Coaching Call with Ashley (30 min)

BOOK YOUR TEAM'S WORKSHOP

Group rates available for teams of 10+. Full-day format and virtual delivery available upon request.

Contact: ashyrosepublishing@gmail.com

YOUR FACILITATOR

Ashley Rose Marcum

Four-time award-winning author. Resilience coach. Speaker. Founder of the TAKE COURAGE® Momentum Framework.

Ashley Rose Marcum is a resilience coach, speaker, and founder of the Momentum Framework — helping individuals and teams trade distraction for clarity and build compassionate courage in everyday life. With over **20 years of experience** guiding others through dance, fitness, leadership, and personal growth, Ashley has witnessed firsthand how confidence is built — not through pressure or perfection, but through intentional movement of the body, mind, and soul.

Her work is shaped by real life: owning 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 people move forward with clarity instead of overwhelm.

- Four-time award-winning author of 7 published books
- Founder of TAKE COURAGE® — a registered trademark
- 20+ years guiding people in leadership, fitness, and personal growth
- Creator of the F.O.C.U.S. Framework™ and Momentum Methodology
- Available for in-person and virtual corporate engagements

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