

# UNCOMFORTABLE GROWTH

*A 7-week program on how to know yourself.  
To grow yourself. And grow your impact*

## What it is:

A 7-week program on how to know yourself. To grow yourself. And grow your impact

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## Who is it most powerful for:



### Individuals:

- Who are less self aware, and easily triggered
- Experience self doubt, imposter syndrome or perfectionism, which holds them back



### People Leaders:

- Who need to develop deeper EQ and authenticity as a leader
- Are unsure how to have appropriate whole person conversations with direct reports



### Situations where:

- Individuals are dealing with life curveballs & looking for meaning
- Are stuck, and struggling with how to move forward



## The 7-week intensive “Uncomfortable Growth” program will help each person unlock their best self

**Stage 1**      6 x 75 min live online sessions + 1-hour weekly reflection “homework” to complete the exercises  
**Education, Applying & Coaching**

Weekly Training – Live online with Rowena. Applying the concepts + learning within small groups

Discussion around real examples, review of exercises, Q&A

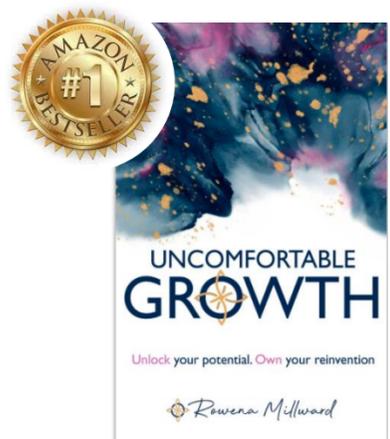
Rowena will remain online for 15 mins after the session to answer any additional individual questions

**Stage 2:**      1 x 30-min coaching session per participant

**Personal Coaching**

This is an opportunity for the attendee to discuss any aspect of Uncomfortable Growth with Rowena, to embed the learning and build conviction

Every participant receives a signed copy of the best-selling book “Uncomfortable Growth: Own Your Reinvention”





# Program Overview

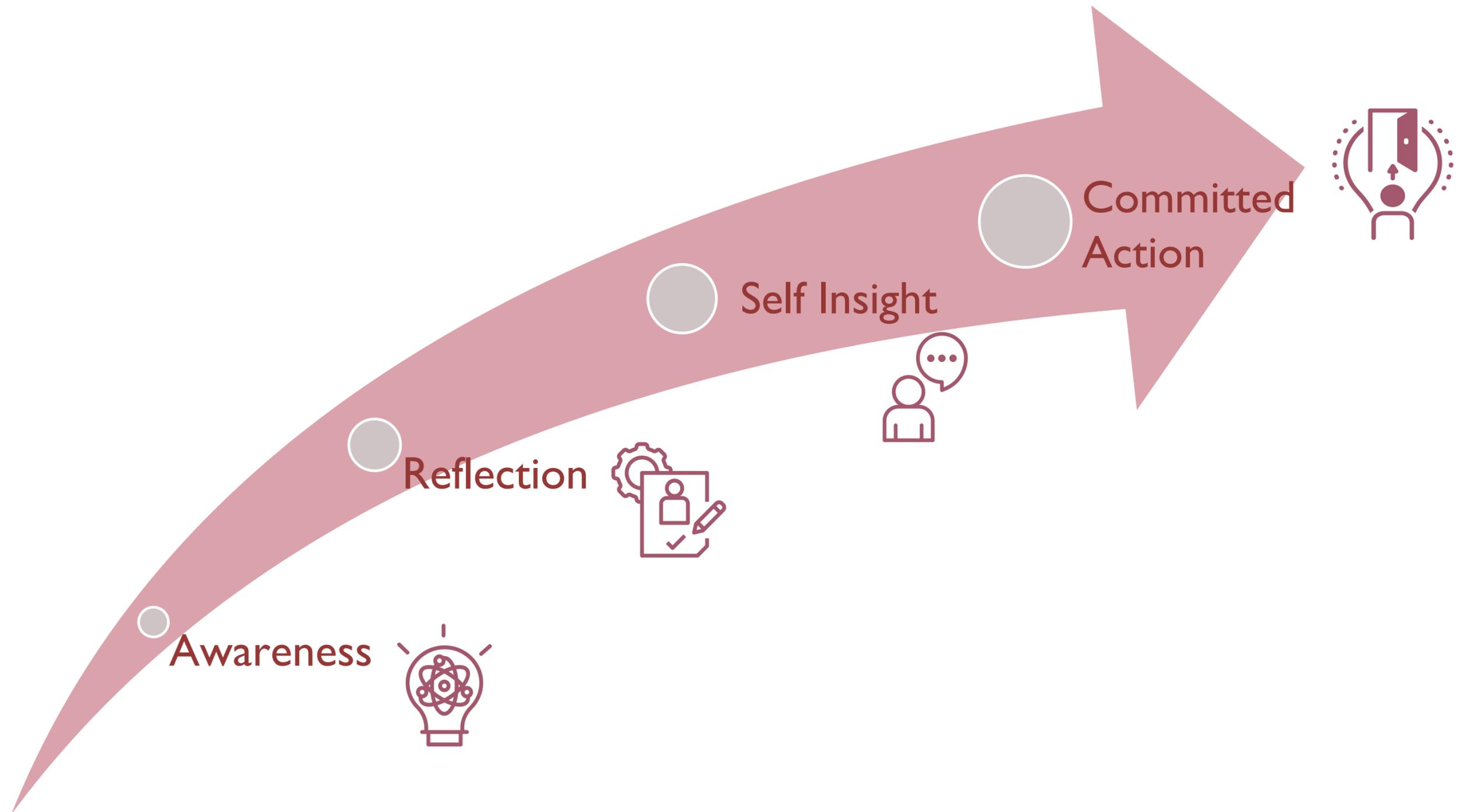
	Topic	Education: Principles and Frameworks	Learning Outcomes	Workbook: Activities & Reflections
Session 1	<b>What is Uncomfortable Growth about?</b>	<ul style="list-style-type: none"> <li>The post COVID collapse of work and life</li> <li>Our human wiring: fear versus growth</li> <li>Your Small Self and Best Self</li> <li>Where are you on the UG ladder?</li> </ul>	<ul style="list-style-type: none"> <li>Understand how humans are wired for fear &amp; growth</li> <li>Identify how fear and growth manifests in you</li> <li>Ownership of your current state</li> </ul>	<b>Exercises:</b> <ul style="list-style-type: none"> <li>Uncomfortable Growth Self Assessment</li> <li>Your small self and best self</li> <li>The Uncomfortable Growth Ladder</li> </ul>
Session 2	<b>Know Yourself to Grow Yourself – Part 1</b>	<ul style="list-style-type: none"> <li>The Whole Person Picture</li> <li>Your personal experience timeline</li> <li>What beliefs are not serving you?</li> <li>Owning your growth speed</li> </ul>	<ul style="list-style-type: none"> <li>Understand how your past experiences have created beliefs</li> <li>Identify beliefs which are limiting or empowering</li> <li>Identify beliefs you would like to change</li> </ul>	<b>Exercises:</b> <ul style="list-style-type: none"> <li>Your personal experience timeline</li> <li>Limiting beliefs &amp; empowering beliefs</li> <li>What would you like to change?</li> </ul>
Session 3	<b>Know Yourself to Grow Yourself – Part 2</b>	<ul style="list-style-type: none"> <li>Identifying your top 5 values</li> <li>Developing Your Life Vision</li> <li>Building Conviction</li> </ul>	<ul style="list-style-type: none"> <li>Clarity on what is most important to you</li> <li>Ability to articulate your personal values and vision</li> </ul>	<b>Exercises:</b> <ul style="list-style-type: none"> <li>How to find your top 5 values</li> <li>Developing a personal vision</li> </ul>
Session 4	<b>What Could Be – Part 1</b>	<ul style="list-style-type: none"> <li>Understanding 4 types of fear</li> <li>How to Reframe Fear</li> <li>Activating Possibilities: Wait or Create</li> </ul>	<ul style="list-style-type: none"> <li>Understanding the four types of fear</li> <li>How do you respond to fear?</li> <li>How to name and reframe fear so it becomes less powerful</li> </ul>	<b>Exercises:</b> <ul style="list-style-type: none"> <li>Name and Reframe Your Fear</li> <li>Do you Wait or Create?</li> </ul>
Session 5	<b>What Could Be – Part 2</b>	<ul style="list-style-type: none"> <li>The Uncomfortable Growth Formula: Reframe fear x action x randomness</li> <li>What is a specific need you could apply this to?</li> </ul>	<ul style="list-style-type: none"> <li>Understand how to act through fear via the UG formula</li> <li>How to create more possibilities</li> <li>Identify areas where you want to apply the formula to realise your vision</li> </ul>	<b>Exercises:</b> <ul style="list-style-type: none"> <li>The Uncomfortable Growth Formula</li> <li>Applying the UG formula to your vision</li> <li>What are 10 actions you can take</li> </ul>
Session 6	<b>What I Choose</b>	<ul style="list-style-type: none"> <li>Using you values to make a decision</li> <li>Re-routing – as nothing succeeds as planned</li> <li>The infinite loop – creating the UG Habit</li> </ul>	<ul style="list-style-type: none"> <li>How to make decisions that best serve you, not your ego</li> <li>How to manage curve-balls (and when plans don't go to plan)</li> <li>Reflection on what you commit to take forward</li> </ul>	<b>Exercises:</b> <ul style="list-style-type: none"> <li>The decision matrix</li> <li>Re-Routing using the UG formula</li> <li>My Uncomfortable Growth Reflections and Commitment</li> </ul>
I-I Coaching	<b>30-minute session with Rowena</b>	<ul style="list-style-type: none"> <li>Opportunity to discuss any aspect of Uncomfortable Growth and your personal journey with Rowena</li> </ul>	<ul style="list-style-type: none"> <li>Clarity on how to move forward</li> </ul>	<ul style="list-style-type: none"> <li>NA</li> </ul>



# The Participant Journey

Designed to be personally applied & internalised, resulting in committed action

When you Know Yourself. You can Grow Yourself. And Grow Your Impact





## The Program will help your people to:

- ✓ **UNDERSTAND** their unique history, triggers and limiting beliefs
- ✓ **IDENTIFY** their values, life vision and how this manifests across work and life
  - ✓ **NAME** and **REFRAME** their fears, so they can take action
- ✓ **EMBRACE** challenges as a catalyst for new possibilities & opportunities
- ✓ **HAVE** courage to **CREATE** the career & life they want now



# The Uncomfortable Growth Program leads to tangible outcomes



## **SELF LEADERSHIP**

Self awareness  
Ownership of growth and career  
Clarity on what is important now



## **PEOPLE LEADERSHIP**

How to have whole person conversations  
How to help team members who are living “below the line”  
How to have real conversations before resignation



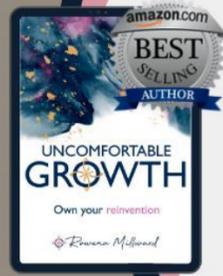
## **CULTURE**

Empower high performance without the burnout  
Create greater engagement and connection  
Provide skills to navigate curveballs across their career and life

“ Rowena is able to speak from deep professional and personal experience - on how to move through discomfort to fully appreciate the process of growth. ”



Gladys Peters, General Manager,  
Australia & New Zealand,  
Consumer Healthcare Sanofi



“ ‘Uncomfortable Growth’ shares a beautiful story that guides leaders on how to grow from the inside out. ”



Angela Burr  
GM Marketing,  
Oceania, Lactalis



“ This book helps to turn every crossroad we face into an opportunity for personal and professional growth. ”



Vera Ivanova  
Vice President Asia Pacific Marketing,  
Cooper Companies

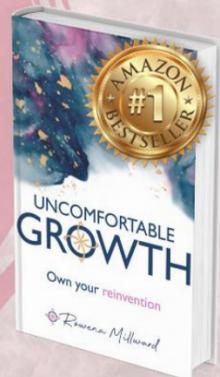


Rowena Millward  
Author

“ Rowena has experienced uncomfortable growth through her career and life journey, and shows how we can all be the best versions of ourselves. ”



Paul Barnett  
Managing Director,  
Ursus Beveries and  
Co Founder - the  
Great Coaches Podcast



“ Today, every leader needs to navigate Uncomfortable Growth. Rowena's book is not only timely but an essential skill for every leader. ”



Sibon Schouten  
CEO & Founder, Markd Global



“ Uncomfortable growth acknowledges that behind success is first fear, followed closely by courage to pursue the goals. With imposter syndrome rife, this is a book that the corporate world desperately needs. ”



Peter Hurley  
General Manager  
Herbalife Nutrition, ANZ





“Rowena is one of those rare leaders who combines extensive knowledge, with real world experience, and a way of making it accessible. Every minute with Rowena is a learning opportunity!”

- CEO, Global Healthcare Company

Rowena is a global leader in business and personal growth.

Her 25 years experience in top 500 companies has given her insight into how growth and transformation happens. Not the theory, but the practice. She is an operational expert on how to build the plane while still flying it.

Her leading-edge knowledge across marketing, customer experience, innovation, and leadership enables her to identify what is uniquely holding each organisation back, and what are the critical 3 things to move them forward. In this context she has delivered consulting and capability solutions for many of the world's most admired brands and companies, including Lego, Johnson & Johnson, ANZ Bank, Seven West Media, News Corp, Lindt, Reckitt, ABC, Tabcorp, Suncorp, Westpac, ADMA & Pernod Ricard – among others.

In addition, Rowena provides career and life coaching for executive leaders who are ready to create their next chapter. Whether you are at a career or life crossroad, she is renowned for helping leaders uncover who they are, what they really want, and how to make it happen.

In 2021 Rowena's book "Insights to Enlighten - for Living, Leading and Marketing" became a bestseller on Amazon in both Business Communication and Brand Management. Her latest book “Uncomfortable Growth – Own your reinvention” launched in May 2022 and became a best seller on Amazon in the category Psychology: Creativity and Genius.



# MacMORGAN Clients - who they are, and what they say...



“We worked closely with the MacMORGAN team...Rowena’s unique way of leading through facilitation and by drawing on her extensive experience has ensured the team really own the outcome, which was critical to success.”

**Lesia Bacon**

Director Audiences - ABC

“The MacMORGAN team have amazing knowledge & experience across so many facets of CX, business and leadership. I would absolutely recommend them - for CX, marketing, business, change management & training . They can do it all!

**Shaun Kesby**

Director Go to Market - Optus



“MacMORGAN are the best - as partners, as experts in CX and business, in getting teams motivated, in getting new skills in place and in making shit happen. I can’t recommend them enough!”

**Mark Reid**

Chief Executive Retail - Bankwest

“MacMORGAN are experts in strategy, marketing, culture, communication – the list goes on. They know how to bring everyone and everything together so you address the real issue and make the outcome stick.

**Glenn Cochran**

Regional Director ANZ – RB Health



## How can we help?

To find out more, please contact:

Rowena Millward

E: [rowena@macmorgan.co](mailto:rowena@macmorgan.co)

M: +61 408 769 029

David Morgan

E: [david@macmorgan.co](mailto:david@macmorgan.co)

M: +61 418 874 007

[www.macmorgan.co](http://www.macmorgan.co)