

# HEI MĀREIKURA, HEI MAURIORA WOMEN'S EMPOWERMENT PROGRAMME

## ROXETTE'S STORY

The Hei Māreikura, Hei Mauriora, Women's Empowerment Programme, is a community-led grassroots coaching programme supported by MPHS. It's for women who are in positions of vulnerability who want to discover how to make positive choices for themselves and their families so they can live lives of value.

Women have many reasons for joining the programme. They may be facing grief, unemployment, loss of confidence and sense of self, anxiety or family issues. Becoming part of HMHM enables these women to set their own pathways and goals while ensuring a sense of community and connection.

Roxette first came to the Woman's Empowerment Group as a participant, she has since become a coach helping other woman to set pathways and achieve goals; fulfilling the program model of a full-circle transition from participant to coach.

When Roxette first joined the program she set and accomplished multiple goals that have impacted on her daily life and routines - both for herself and family.

The coaching aspect of the programme is what made the biggest difference for Roxette. This was a space where she was able to dig deep into her goals, dreams and realities. Being a safe environment enabled Roxette to explore the outcomes of her goals and develop a sense of purpose and achievement. She developed a stronger sense of self-worth and belief, as well as the motivation and accountability to achieve her goals.

Now that she is a coach, Roxette can reflect on the impact of the programme. She sees changes in other women's lives first-hand.

The workshops allow women to see there are other women struggling to cope with the many facets life is throwing at them.

Often the impact of the programme goes beyond the women themselves – it creates a ripple effect in their lives with their accomplishments and discoveries affecting their friends, their families, their workplaces and their communities.

The program encourages women to look at goals both through a practical and values based lens, discovering often that the root of the goal is only one aspect and that there is a greater values based goal they can achieve.

*"Goals are limitless when you see it through this lens and it is much healthier way to view life," says Roxette.*

One of the greatest impacts Roxette has seen are women embracing a sense of freedom to speak. Many of the participants have shied away from speaking up for themselves putting everyone else's needs ahead of their own.

*"The coaching partnership allows women to really dig deep into what it is that they really want – for themselves or for their families. Ultimately it comes back to removing the false stigma of 'selfishness' and replacing it with 'self-care'," says Roxette.*

Having lived experience and now sharing her knowledge to enable others to create a better pathway Roxette thinks the program should not be limited to a stereotype. She believes all women need and deserve this type of resource.

### ABOUT THE PROGRAMME

The Hei Māreikura, Hei Mauriora journey is a process which starts with the Women's Empowerment (Group) workshops. If the women are suited to coaching they can transition into a one-on-one coaching relationship over approximately 12 weeks. Once women complete this phase, they're welcomed into the HMHM Whanau where they stay connected social events and workshops. Some events are open to friends and colleagues who may be interested in coming on the programme themselves.

*"One of my long-term goals was to become a life coach and a strength coach, HMHM has allowed me to embark on that journey by employing me to become one of the community coaches. So far, the journey has been beyond worth it!"*

*"I love the outcomes of this programme and hope that more women get to experience and participate in it. I hope that more people would also see and be impacted by this model."*

Roxette

