

A woman with short dark hair is sitting on a sandy beach, looking out at the ocean. She is wearing a striped poncho and patterned shorts. The scene is bathed in the warm, golden light of a sunset, with the ocean waves visible in the background. The overall mood is peaceful and contemplative.

Reclamation

CASE STUDIES

STRATEJOY



Reclamation will transform the way you think
(about yourself + about the world) —
so you can transform the way you live.

This looks different for every woman who joins me for this journey --
sometimes it means big change, sometimes it means internal adjustment,
sometimes it means external action.

Thank you Ashley, Dana, Lara, Katie, Lizzie, Meg, Andrea, Roni + Tunja
for sharing your honest stories with us all.

What might Reclamation mean in your life? Let's find out!

XOXO Molly

[CLICK HERE](#) TO LEARN MORE ABOUT RECLAMATION

Overcommitted Case Study

HOW *Reclamation* HELPED ASHLEY BEST-RAITEN REGAIN CONTROL OVER HER COMMITMENTS AND REDEFINE HER LIFE



"I now feel good about what I am doing and I've been able to weed out the stuff that isn't serving me. I don't need to be the person who does everything."

ASHLEY BEST-RAITEN

When Ashley Best-Raiten discovered Stratejoy, she was sitting on a beach in the Dominican Republic, dreading going back home.

She had all the components of a great life — a beautiful home, a loving family, and lots of community involvement — but her life had gotten away from her. She'd become everyone's go-to person, which had left her overwhelmed, overloaded, and directionless.

"My kids were doing cub scouts, rock climbing, swim team, and baseball," Ashley said. "There were also constant playdates. I'm technically a stay-at-home-mom but I was working 60-70 hours a week, unpaid, as everything from the school's HSA treasurer to the book sale volunteer. I was also involved in politics and run an Indivisible group of 600 people. Plus, I'd become the communications director for

the local Democratic party, also unpaid.

"I kept adding things to my plate, thinking it would make me more fulfilled, but it was just too much. It was affecting my parenting, and my husband was so annoyed because I was always going to another meeting. I just felt totally lost and I didn't know what to keep and what to let go of."

Drowning in commitments and unable to decompress despite being on vacation, Ashley saw a Facebook ad for Holiday Council. Knowing she had to do something, she decided to give it a try.

"Holiday Council made sense to me and I did all of the work," Ashley said.

"It was the best thing ever and I wanted to tell everyone I knew about it."

As Holiday Council finished up, Ashley heard about Reclamation. She recognized it as an opportunity to keep exploring, though she was a little hesitant about the investment — both in time and money. After learning about the

payment plan and committing to block off the time necessary to do the work, she decided to sign up.

"I told myself I'd treat it like I was taking a class and see how it went for the first few months," she said. "I realized the worst thing that could happen was I was out a little money."

As the first month's theme of Authenticity began, Ashley realized Reclamation's curriculum wasn't going to be easy — and some of her early realizations surprised her.

"I spent a lot of time feeling clueless about who my authentic self was," Ashley said. "I realized I had internalized other people's perspectives about what made me authentic, but nothing that I had claimed as my own. Then I realized that I didn't like my authentic self, which was a little horrifying! What am I supposed to do if my authentic self isn't making me happy?"

Slowly but surely, Ashley started to look at the pieces of herself she didn't like.

She discovered that despite her experience, she hated electoral politics and decided it was time to leave it behind. She also noticed that her reactionary tendency to say "yes" to everything wasn't serving her, and instead was overloading her life.

"I started separating what I do and what other people expect of me from who I really am," Ashley said. "It let me reimagine the concept of authenticity and I realized that who I am is a lot of things — not just my goals and titles. I'd never sat down and thought about that thoroughly before."

With that difficult, important work underway, the rest of the Reclamation process began to unfold. Ashley said the month of Body Love was especially impactful.

"For me, Body Love month was about being in touch with my feelings and how that affects me physically," Ashley said. "I actually lost a ton of weight, and not because of my diet or exercise. I became aware of what I was feeling and why I was taking an action, and then what need that action was filling. Having that awareness has just shifted my life."

Ashley said another huge month for her was Ritual, where she made some paradigm-shifting connections about herself and how she interacts with others.

"I explored the divine feminine, and I realized that a lot of my struggle is wanting to be seen as my feminine self without having to mold myself to be powerful in a masculine way," Ashley said. "Ritual month helped me define what my definition of success is and really divorce myself from what everyone is telling me: that I should be the local party chair in the next two years or that I should run for state senate or climb the corporate ladder. I was able to realize those things are out of alignment with what I really want."





Ashley said an important feature of Reclamation is the Facebook community, which helped to keep her on track and connected to people, all of whom were non-judgemental, supportive, and understanding.

"Being able to pop in the group and post a ridiculous thought or just share that I had a bad day was so helpful, especially knowing that everyone was coming at it from the same framework," Ashley said.

Looking back on her year, Ashley said Reclamation has been key to helping her regain ownership over her life.

"I'm finally at a point where I feel like my time is manageable during the day," Ashley said. "I don't feel that I'm running a thousand places. I'm finally able to say, 'I'm really sorry that I'm not able to do that' and not feel bad. I now feel good about what I am doing and I've been able to weed out the stuff that isn't serving me. I don't need to be the person who does everything."

This new approach has impacted Ashley's mood, as well as her family life.

"I'm happier, I'm calmer, and my husband and I are in an amazingly good place," Ashley said. "We're able to have harder conversations that, before, would've resulted in me shutting down. I've also become more patient with my kids."

She noted that while the work was definitely difficult, the results she's seen from Reclamation have made it worth it — and it's an opportunity available to anyone.

"Reclamation is the chance to really figure out for yourself what your best life actually is," Ashley said. "Not what Oprah tells you it is or what Sheryl Sandberg tells you it is, but what it is for you — and how you go about having it."

"Yes, it's a lot of work, but it leads you to the work that you need to do, and that's different for everybody. Reclamation gives you the tools so you can start living the life that you really want to live, right now."

Life on Her Terms Case Study

HOW *Reclamation* HELPED DANA OWENS RECONNECT TO HERSELF AND REBUILD HER LIFE — ON HER TERMS



"I know now that everything I'll ever need to overcome life's challenges is within me, and I can't imagine a more powerful knowing than that."

DANA OWENS

When Dana Owens heard about Reclamation, she'd had that rumbling feeling you get when you know your life's in need of a major change.

She knew that change had to do with her marriage, a ten-year relationship that, despite partnering with an amazing and loving man, had always carried with it a sense that she wasn't in the right place. Year after year of ignoring that feeling had resulted in a loss of connection — to herself, her sense of power, and her own intuition.

Determined to finally start honoring her own inner voice, Dana spent a year doing some tough, yet transformative work. She had all the necessary and uncomfortable conversations with her husband, she worked her ass off to increase her income so she could afford to move into her own apartment, and she explored areas within herself that needed to be uncovered and healed.

But at the end of 2018, it became clear she was moving into a new part of the process: action. It was time to actually do the things

she'd been preparing herself for — separate from her husband, move into the apartment, and start to really live as her true self.

All of this scared Dana to death.

"I've always been a planner, a thinker, and a dreamer," Dana said. "But the role of 'doer' has always been tough for me. I'd spent a year following my inner voice, preparing myself for the huge change I knew I needed to make. The time had come to act. I was ready, but I was stuck at the crossroads of thinking about the life I felt called to live and actually living it. I was terrified."

Dana suspected that if she had a structure in place to support her through this big transition, she'd have the courage to act.

She'd heard about Reclamation through her involvement with other Stratejoy offerings, namely Summer Camp and Holiday Council, and she'd grown to love and trust Molly's guidance as well as the practical, open, and structured way she led her programs.

She knew if ever there was a time that the intensive and year-long focus of Reclamation would greatly serve the circumstances of her life, it was now.

So she signed up, relieved that she would have its framework supporting her as she transitioned into this next phase of her life. And then, she jumped — moving into her own apartment the same week that Reclamation began.

It quickly dawned on her that the real work of reclaiming herself was just beginning, and Reclamation was the exact program she'd need to do it right.

"I naively thought that the hardest part of this process was going to be the actual move and separation," Dana said. "But that was just the beginning. It was way harder to figure out how to live on my own, create a new identity for myself, and stand firm in my decisions even when others didn't understand or agree with them. That's where Reclamation proved to be invaluable.

"It became my roadmap for how to design a new life for myself, one that was 100% authentic to me."

Dana said the first two months of the program — Authenticity and Expectations — were surprising and life-changing for her, providing realizations she's continued to draw on daily.

"I was shocked to see how inauthentically I was living my life," Dana said. "I knew about the obvious areas like my marriage, but I wasn't aware of the more subtle ways my life was impacted because I wasn't showing up as myself. I had completely structured my life around the

expectations of others. Being forced to explore what an authentic life looks like for me and what my expectations are for my life was probably the most freeing thing I've ever done."

Dana said as each of the Reclamation themes built upon each other month after month, she saw herself grow and change in ways she never expected.

"I have truly grown into a deeper, fuller version of myself," Dana said. "I've been able to stand firm in my choices for my life and speak about them with confidence and pride. My sense of self and my personal power is now through the roof, and it feels amazing."

While this past year has been chock full of challenges for Dana, it's also been brimming with triumphs, too. Since Reclamation started, Dana has tripled her income, has learned to love living on her own, and has maintained a great relationship with her ex-husband.

But most of all, she is thrilled with the relationship she's grown with herself, and she gives Reclamation full credit for helping in its development.

"Reclamation has literally helped me reclaim myself," Dana said. "I'm no longer living anyone else's version of life but my own, and I feel such a deep commitment to honoring the authentic life that my heart and intuition are urging me to live.

"Reclamation was the exact framework I needed for this year of transition. Because of it, I've not only made it through the year, but I've become stronger and more confident than I've ever been. I know now that everything I'll ever need to overcome life's challenges is within me, and I can't imagine a more powerful knowing than that."

50th Birthday Case Study

HOW *Reclamation* HELPED LARA SPELL-WORSHAM FIND A RENEWED SENSE OF PEACE AND PURPOSE AT 50



"I don't feel like life is pulling me anymore and things are just happening. Now I know what I want to be doing and what I want my life to look like."

LARA SPELL-WORSHAM

As Lara Spell-Worsham approached her 50th birthday, she felt a growing sense of panic and anxiety as she contemplated this "half-way point" in her life.

"I was freaking out a little bit," Lara said. "It hit me that my life was halfway over — potentially more than halfway over. I kept asking myself big questions like What am I doing with myself? Is this what I want to be doing? Turning 50 really got me."

Lara said that even though she'd done some amazing things like starting her own yoga studio, she felt discontent and unsatisfied in her life — like something was missing.

She'd been introduced to Stratejoy by a friend and decided to sign up for Holiday Council, hoping to get some direction and focus.

During the three-week program, she said several things bubbled to the surface for her,

including some more fundamental questions she didn't have answers to.

"I realized I didn't know who I was, what I wanted, and what I was here for," Lara said. "For me, those were pretty big things to not know at 50."

She also realized that she'd closed herself off to relationships with other women, and wanted to find opportunities to connect with them in meaningful ways.

With these issues now at the surface and Holiday Council coming to an end, Lara recognized Reclamation and its 10-month, themed curriculum as the perfect opportunity to continue exploring herself. After talking to her husband about it and hearing that he was 100% supportive, she decided to go for it.

"I knew that if there was one thing I needed to do for myself at 50, it was to figure this stuff out," Lara said.

A self-proclaimed courses and certifications junkie, Lara made the bold move to make Reclamation her sole focus of the year.

"The truth was that nothing that I was getting certifications in was making me feel fulfilled," Lara said.

"I needed a program that would provide the structure and accountability to help me answer those big questions about myself, and — most importantly — help me uncover what I needed to do or change to move on. With my 50th birthday coming up, it all felt incredibly urgent."

As Reclamation began and Lara dove into Authenticity and then Expectations — the first two months of the program — she said she was surprised and slightly overwhelmed by how extensive the work was.

"I quickly realized that when it came to my own authenticity, I'd been allowing myself to ignore so much," Lara said. "I was rarely being authentic, even to myself. At first it was overwhelming because I felt I had so much work to do, but there was also a voice that said 'You need every moment of this and this is exactly what you were looking for.'"

"Even though it was hard, I knew this was going to be the thing to save the rest of my life — the thing that really made the difference. Once that realization clicked for me, I was all in."

Lara said from that point forward she fully surrendered to the process — trusting in the program, Molly's expertise, and the other women doing the work of Reclamation alongside her. This approach produced huge results.

Lara said that one of the biggest months for her was Body Love.



"I had never been happy with my body," Lara said. "I'd never felt thin enough or pretty enough. But our book that month and the Q&A call with Molly were pivotal, and I woke up in the middle of the night one night and thought, Why am I fighting this beautiful thing I have here? It led me to write a long apology to my body, for doing everything it could to carry me around despite me treating it so badly."

It also led her to allow her husband to take pictures of her, and for the first time she said she felt good.

"I felt powerful and whole in those pictures," she said. "I would've never believed that was possible. My relationship with my body has totally changed."

As for her husband? He was just blown away.

"One of his favorite pictures of me was taken that day," Lara said. "He said to me, 'Would you look at yourself?! You look beautiful and happy and you can see that you feel pride in your body.' He was thrilled."

Another key month for Lara was Purpose, which allowed her to get to the root of many of the key questions she'd been unable to answer at the beginning of the year.

“I uncovered that my purpose is to help women and to build communities of compassion and kindness,” Lara said. “That’s what I’ve really tried to do with my yoga studio. It truly feels like it’s what I’m here to do.”

Defining her purpose motivated Lara to create closer connections with other women, specifically by creating “circles” for women to gather together for discussion, support, and sisterhood.

“I realized how much I need to be in circle with other women and to be in meaningful discourse with them,” Lara said. “As part of my purpose, I want to offer that community to women in my area.”

Lara said the work she’s done in Reclamation has been life-changing in many ways, including her marriage.

“My marriage has grown so much this year,” Lara said. “My husband has definitely noticed

a change in me. He said, ‘You’re so much more resilient now. You don’t spend a lot of time brooding over things.’

“It’s true — I don’t feel like life is pulling me anymore and things are just happening. Now I know what I want to be doing and what I want my life to look like.”

Lara said she’s heading into her 51st birthday feeling totally different than before — a freedom she wishes for every woman.

“I feel like every woman should have to go through this curriculum as a life curriculum,” Lara said. “Otherwise you’re just driving blind and missing out on the real purpose you’re here.

“Reclamation is not easy. It’s not a “check-the-box” situation — it’s an “unplug the dam and let it all flow out” situation, and then slowly begin to piece your life back together from there. Doing that work has been so worth it. Reclamation is the process that’s allowed me to come home to myself.”



New Mama Case Study

HOW *Reclamation* HELPED KATIE GRESHAM FIND NEW MEANING AFTER BECOMING A MOM



"I feel confident in the way I've changed, and that the changes are here to stay."

KATIE GRESHAM

"I was lacking in confidence and felt isolated after becoming a mother," said Katie Gresham, member of Reclamation 2018.

"I just felt like I had no voice and I didn't know myself."

That was Katie's inner landscape in the fall of 2017, after deciding to quit her job and stay home with her eight-month-old daughter.

Up until then, she'd had a job she loved, filled with supportive co-workers and interesting projects. But when a major contract fell through in the middle of her maternity leave, Katie's life was thrown for a loop.

"I went from feeling like I was moving up in the career world to having it all just wiped away," Katie said. "I knew I needed to figure out something new. I tried subcontracting for a couple months, but I didn't like the work

and it just wasn't clicking. Plus, it was getting harder with my daughter because she wasn't napping. It felt like the right thing to do to leave my job and take this opportunity to figure out my life."

Katie said it felt odd not to work, having always been the "good girl" who looked at life as a checklist: get good grades, go to college, get a job, and get married.

But now that the meaning of her life was no longer wrapped up in her career, she was struggling to establish a new sense of meaning while finding her footing as a first-time mom.

"I needed to figure out what success was in life if I wasn't working," Katie said. "Growing up, success was going to college and having a career. There was a lot of external validation. Now as a stay-at-home mom, I didn't have that. I needed to redefine what a happy, successful, meaningful life was to me without work."

Looking for guidance, she signed up for Holiday Council, and allowed herself to explore what she wanted to be in the new year.

Katie said she began to feel hopeful and found herself impacted by some of the things Molly was sharing.

"On one of the calls Molly said something like, 'I am compassionate enough, I am strong enough, I am loving enough. I have everything I need within me,'" Katie said. "I would say that to myself, like a mantra, over and over again when I was up in the middle of the night with my daughter and life felt like too much." Katie said she could feel a shift happening during Holiday Council, and she wanted the space to continue to reflect and dream.

So, she signed up for Reclamation and went all-in, doing every activity and challenge, especially if it took her out of her comfort zone.

She began by exploring her authenticity and then dug deeply into the expectations she'd placed on herself around work and career. What she found surprised her.

"I remember doing one journal prompt that started with 'I would shock someone if...'" Katie said. "And I wrote 'I would shock someone if I never worked in an office again' and 'I would shock someone if I never did something related to what I was educated to do.' But then I wrote 'I would shock someone if I became an artist.' That really made me think."

Katie had painted off and on through high school and early college and took a 12-week art course five years ago, but despite having all the supplies, she hadn't been making art. After analyzing her expectations, she started to test out new ways of thinking and gave herself permission to explore.



"I'd been caught up in feeling like I could only succeed in a certain way," Katie said. "So, to challenge that I started testing out new ways of thinking. As an experiment, I said to myself, 'Ok, I'm not going to go back to work in an office again, and instead I'm going to pursue art, in whatever form or shape that means.'"

And pursue it, she has. She's completed a 100-day project of sketching or painting every day — to practice her skills and remember what making art feels like.

She also joined her neighborhood art league and participated in her first show, where she sold her first painting.

Katie said Reclamation has impacted her in several ways, but one of the most major is in how it's helped her have the courage to expand her possibilities.

"There were so many times this year when I thought something was impossible," Katie said. "But then I'd share my idea with someone in Reclamation and they'd encourage me, so I'd try it and it usually worked. It got to the point where I just had to keep raising the bar



for myself. Every time I tried another brave thing and it worked, I'd raise the bar a little more and think, 'What else can I do?'

Reclamation has really helped me be as brave as I can possibly be."

Katie said Reclamation has also taught her to give herself permission to 'play small' when she needs to.

"I'd been playing big forever and then I came to a screeching halt," Katie said. "I've learned that it's okay to slow down for this season of life. It doesn't have to be forever, but it's ok to just drop everything and be where I am and enjoy being present — as myself, as an artist, and as a mom."

Katie said her inner landscape is so different from when she started Reclamation, and now considers the mantra she used to say in the middle of the night as a part of her truth.

"I used to repeat those things to myself like a prayer, not really believing it," Katie said. "But now I know they're actually true. I am compassionate enough, I am strong enough, I am loving enough. I feel confident in the way I've changed, and that the changes are here to stay."

Creative Business Case Study

HOW *Reclamation* IS HELPING LIZZIE BOURQUE DISCOVER THAT THE BEST BUSINESS DIRECTION SOMETIMES COMES FROM WITHIN



“Reclamation is helping me uncover my own voice, listen to it, and use it to guide my business to a place that will make me happy.”

LIZZIE BOURQUE

“The six weeks leading up to Christmas are the ‘no-sleeping, everything-gets-off-track’ period of my business,” said Lizzie Bourque, member of Reclamation 2018. “It’s exciting because people are appreciating what you’re doing in a way that’s very tangible, and you’re all hyped up on this adrenaline rush with people and your product and your brand. And then at the end you hit this period where it all goes away. I get this weird feeling every year at that time that’s so hard to deal with.”

Lizzie has spent the last three years growing her online business, Tin Lizzie Apothecary, designing and selling her own diffuser jewelry.

While her business is thriving, it was at the beginning of 2018 -- as she was coming off the excitement and effort of the pre-holidays push -- that she found herself drained, unmotivated, and unsure of what to do with her business next.

Lizzie said it was during this time that she started asking those classic “new year” questions, pondering what she wanted to do and who she wanted to become in 2018. She initially focused on the areas of her business she felt needed strengthening, like getting some entrepreneurial training or taking a course on branding.

But when she heard a podcast that featured Molly as its guest, she learned about Reclamation and began to ponder a question she hadn’t considered before:

What if the best way to grow her business was to grow herself?

“I was trying so hard to fill my self-perceived business gaps in order to be more successful,” Lizzie said. “And then Reclamation showed up and it was telling me, ‘Look, if you don’t work on you you’re never going to be the entrepreneur you really want to be.’ I realized that I could spend X amount of money on a program that helps me structure my finances or some other business-related thing, or I could work on me and probably watch all that other stuff fall into Place.”

Lizzie said she was inspired hearing Molly talk about her business journey with Stratejoy, and how after lots of reflection Molly decided to make some big decisions to align her business with the way she truly wanted to live.

"What resonated the most from that podcast was hearing Molly say that instead of pounding the pavement and continuing to run her business as she'd been running it, she was going to make some changes so that her business better reflected who she wanted to be and what she wanted for the upcoming year," Lizzie said. "When I heard Molly say that, something inside me said, 'Yes, this is the kind of guidance I need.'"

Since joining Reclamation, Lizzie has jumped in and been one of the most active members of the online community.

She said Reclamation has delivered in the ways she hoped it would, teaching her how to reflect and ask the right questions to uncover things about herself that will directly impact her life, while also indirectly benefiting her business.

"Reclamation poses the tough questions you need to ask yourself about yourself," Lizzie said. "They're not questions about my business per se, and they're not about my relationship, or all the stuff I've been through in the past that sucked. They're about me – who I am and what I value. I'm learning how to speak out for myself. How to roll with changes, stress, and big decisions in a way that works for me."

Reclamation has also delivered in ways she wasn't expecting, too. She said the program has helped her uncover a new way of looking at femininity, a concept that she's struggled with in the past.

"I've never related to femininity that much," Lizzie said.

"Being feminine is usually portrayed as kind, sweet, obedient, quiet -- and I didn't think of myself as any of those things. So I'd usually overcompensate and be overly masculine and go prove myself and win, because that was all I knew in contrast.

"But in Reclamation, I'm learning about a uniquely feminine power, and it's been an awakening. It's put femininity back in the middle, where it's a balance of powering through and being soft. Being in this group of women was absolutely what I needed to dig deeper into that, to see how I can design a life and business from an exciting, bold, feminine perspective."

Lizzie said this awakening has shed new light on how she's built her business and has stretched her thinking about where she might want to take it next.

"The only way I've known how to build my business is that overly masculine way -- putting all my energy in and going full-on," Lizzie said. "But maybe that's not how I want to run it."

"Maybe I only want to run it a couple days a week as a little shop where people can go to get a great gift for a friend. I'm not sure yet. But Reclamation is giving me all of this new reflection that's indirectly helping me make sure that what I'm working for is actually what I want in the end."

Lizzie said focusing on herself has indeed been one of the best business moves she could make.

"I've realized that at the end of the day, I am my business," she said. "I started it, it's in my name -- it's a reflection of me. I'm realizing how much my voice needs to be in my business to make it what I want it to be. Reclamation is helping me uncover my own voice, listen to it, and use it to guide my business to a place that will make me happy."

High Stress Job Case Study

HOW *Reclamation* HELPED MEG JOHNSON DEFINE SUCCESS ON HER TERMS



"I emerged from Reclamation
with a sense of freedom, peace and
excitement."

MEG JOHNSON

Meg Johnson is an ER doctor. Long shifts, countless responsibilities, and the pressure to perform are the norm in her job.

In her second year of Residency, Meg found herself totally overwhelmed and suffering a crisis of confidence that left her doubtful she'd chosen the right career path.

"I'd really lost faith in myself," Meg said. "I just didn't think I could ever be good enough to do the job and that I wasn't made to be a doctor. I was filled with a self-doubt that was so paralyzing I couldn't move forward."

Meg was also struggling with how to measure success – and feel successful – in the post-school phase of her life.

"I realized the things that had made me successful before were just no longer going to work," she said. "I knew how to be successful in medical school, and I'd always found validation in getting As or positive feedback.

But I was now in a phase of my life where I wasn't going to get any of that.

"There's no A for being a doctor. Is your patient alive, yes or no? But that's not really a great way to grade yourself – and often, you can't. People die almost every day in my job, and I can't take that as a failure. I needed a new way to measure success."

For several months, Meg debated seeing a therapist, but because of her intense work schedule of long hours and late nights, she couldn't commit to regular appointment times.

She eventually looked into online therapy, and in the process stumbled upon Stratejoy. She immediately fell in love with its message, and the content really spoke to her.

"I loved that Stratejoy's focus wasn't on fixing my problems," Meg said. "And it didn't come from a place of being a victim. In my particular situation, I knew I wasn't a victim.

"I just didn't feel like I was living up to my own expectations – I was getting lost in my own internal struggle."

"And what I loved about Stratejoy – and Reclamation in particular – was how positive it was. It just felt so different and action-oriented."

Meg knew immediately that Reclamation was what she needed, but she was a little fearful that the program might inspire her to make major life changes she knew she couldn't make.

"You hear a lot about various self-development programs where at the end, people come to the conclusion they need to leave their husband, or quit their job, or move to India," Meg said. "And I was nervous that my conclusion would be that I needed to leave my job. But I have \$500,000 in student loans -- there's no way I can think about leaving my job."

After starting Reclamation, Meg was relieved to realize she didn't need to leave her job, but she did need to reckon with her definition of success – and reframe what being successful looked like for her in her current world of grueling hours, too many responsibilities, and dramatic highs and lows.

"I realized that what is being asked of me on paper as an ER doctor is truly impossible," Meg said. "I have a waiting room full of people and what is being asked of me is that I see everyone efficiently, everyone feels heard and valued, I'm thorough in my history and the exam, I make the right diagnosis, I do the right treatment, in the right time, the nurses never have to ask me for anything twice, I get all my charting done, and I leave my shift on time."

"Before Reclamation, I left every single shift feeling like a failure. But through Reclamation, I learned a framework to determine what a

successful shift looks like for me. What do I value? What's important to me? And now when I leave a shift, if I can say that I stayed aligned to the values I've defined for myself, then I feel successful about that shift even if some of the boxes didn't get checked."

One of those boxes is leaving her shift on time. Meg said she'd felt full of shame that it took her so long, often an additional 2 ½ hours after her shift ended, to fill out her charts and wrap up with her patients.

She'd often drive home after a 15-hour work day, crying, feeling like she failed. Her work in Reclamation has reframed that for her and taken the shame away.

"I still stay 2 hours after a shift," Meg said, "but Reclamation helped me clarify that I'm choosing to do that so I can practice medicine in alignment with my values of being thoughtful, thorough, and careful. It's important to me to take extra time to explain things to patients and their families because that's what I would want if I was a patient."

While Meg's life on the outside looks very much the same, she said her life internally looks a lot different – now that her perspective has shifted.

"I came to Reclamation in a dark hole of shame that I was not a perfect ER doctor, self doubt that I never could be, and hopelessness about how to move forward in my career given my mountain of debt. I emerged from Reclamation with a sense of freedom, peace and excitement. Freedom that came with having accepted that perfection is not possible in my work and having clarified my values and defined what makes each shift successful to me. Peace that came from having rediscovered confidence and a belief in my fundamental capability. Excitement that came from rekindling the hope that perhaps I can have a career as an excellent ER doctor who spends her days with interesting, challenging work that allows her to bring light to the darkest moments of people's lives."

Post Divorce Case Study

HOW *Reclamation* PROVIDED ANDREA MORGAN THE FOUNDATION SHE NEEDED TO BUILD A NEW LIFE



“When I started Reclamation, I felt awake to a new life that I was choosing for myself. But it was Reclamation that helped me come alive.”

ANDREA MORGAN

“I was watching my kids go off in their own directions and was watching my husband growing a business that was becoming more successful, and I realized that everybody was building their own lives but me,” said Andrea Morgan, a member of Reclamation 2017.

“I wasn’t needed as ‘mom’ anymore, I was in a ‘good marriage’ but not the right marriage for me, and I was just feeling so completely lost and miserable and empty.”

“I’d been feeling like this day after day and year after year. I finally got to the point where I didn’t like myself anymore and I knew something had to change.”

Andrea was at the start of a transitional period in her life that would take her through a separation and divorce from her husband of 23 years, a complete restructuring of life as she’d known it, and lots of introspection, inner digging, and healing.

It was around the start of that transition she

found Stratejoy. Andrea participated in a few of Stratejoy’s shorter courses, like Holiday Council and the Joy Equation, and loved them. But when she discovered Reclamation, she knew its longer-term approach was exactly what she needed.

“I knew I needed someone to guide me for a long haul,” said Andrea.

“I was in such a transition mode. I had just separated from my husband and had moved out on my own. I needed something to ground me during that time, because I had never been out on my own before -- ever. I got pregnant when I was 20 and moved right from my parent’s house to my husband’s house, where I was mostly a stay-at-home mom. Now here I was, a 43-year-old woman and I had no idea where I was going or what I was doing.”

Andrea said she was both excited and terrified to start Reclamation, because she knew that in order to define her new future she’d have to do some digging through her past.

“I was scared of all the hard things I was going to have to face and heal, mostly about my

childhood,” she said. “My dad was verbally abusive, and I’ve always carried around the belief that I’m not good enough or that I’m not worthy enough.

So, I knew there was a lot of deep diving I needed to do to break down those walls.

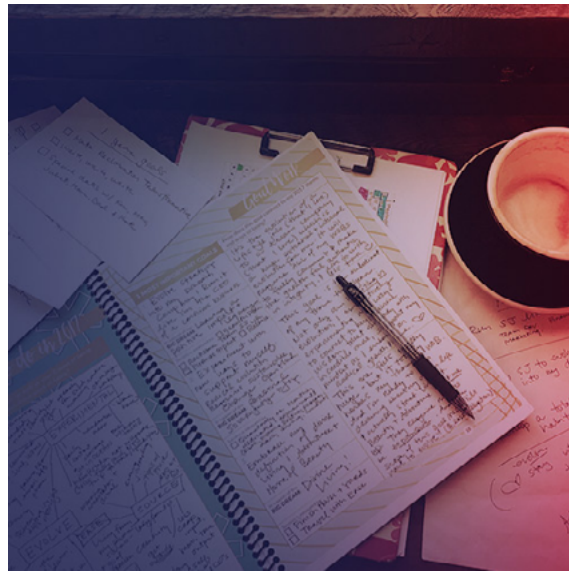
“But I was excited because I knew I’d finally get to the core of myself. I was about to explore what I really wanted for myself, which was amazing for me because all I’d ever known up until then were my labels – as a wife, a daughter, and a mom. But I was going to explore who Andrea really was, and I had absolutely no idea what I would find.”

Andrea said she instantly appreciated Reclamation’s supportive online community, which provided the safety to share despite her feelings of vulnerability.

“It made it easier for me to participate when ordinarily I wouldn’t,” Andrea said. “I like that it’s online and there’s some kind of anonymity. Sure, you have your Facebook profile, and you get to know the other people in the group, but you don’t have to worry about running into them at the grocery store. That makes it easier for me to share. I have no problem typing and communicating online, but face-to-face terrifies me.”

Andrea also loved the transformative effect of the monthly topics, the calls and assignments, and how the content builds on each other.

“Month after month you’re making this progression and getting in touch with what you want,” she said. “The more you do the journaling, the calls, and the connecting with others in the group, the more the topic gets ingrained in you. Each month it keeps building on itself, and you’re making connections back to previous topics. And the more you’re making these



connections, the more confidence you’re gaining within yourself, and the more you’re able to stand a little taller, and speak out a little more.”

It’s this sense of confidence that Andrea said has made the most significant impact on her life – helping her successfully discover who she is as an independent woman, as well as do things that she never would’ve considered prior to Reclamation.

One example was having the confidence to speak at a medical conference for some of the world’s top doctors and researchers about a rare heart condition she has, called SCAD. Having suffered three heart attacks in her life, Andrea is somewhat of a mystery patient, with doctors at the Mayo Clinic and The Cleveland Clinic being so far unable to determine what is causing her condition.

She was asked to share her “heart story.”

“I’m the person who always hides in the shadows,” she said. “I go to a party, and I’m usually in the corner, not participating much. And here I was, being asked to stand up in this room full of doctors and share my story. I was so terrified, but I know that all the tools

I'd learned from Reclamation – as well as the encouragement from the group -- made it possible for me to give that speech."

Not only did she give the speech, but she chose to give it wearing high heels – a first for 5'11" Andrea. She said that aspect was just as important as the speech itself and signified a big change in her.

"My husband was barely taller than me, so I've never worn high heels in my entire life," she said. "I didn't want to be taller than him and I didn't want to make myself more visible. But after spending a month studying Body Love in Reclamation, and really figuring out how I wanted to present myself, I thought 'You know what? I'm going to wear heels up there, because that's what I want.'"

"And I gave my talk and I didn't use my notes once. I saw that I could get up in front of people. I could wear heels and feel comfortable. I learned that I can like the person that I am. I'd never felt that way before. I would never have been able to do that without doing the inner work I was pushed to do in Reclamation."

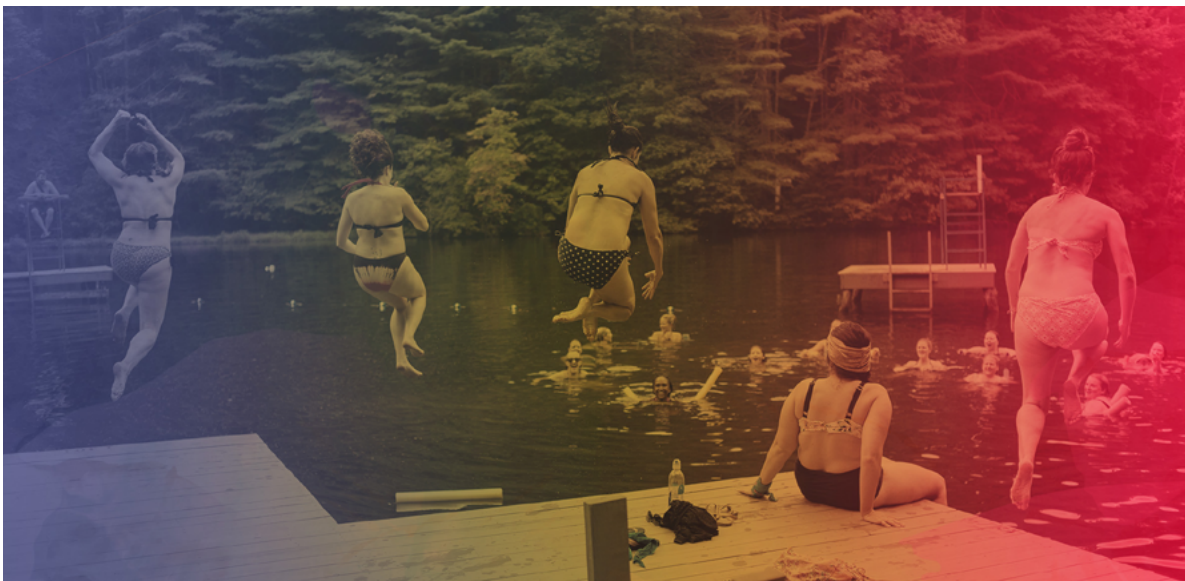
Andrea said that inner confidence has shown up in smaller ways as well, like talking to strangers while she's at the grocery store or waiting in an airport, or doing things for herself – such as getting her car fixed -- that she would've let her husband do for her in the past.

"I walk around now knowing that I'm good enough and capable enough to handle whatever life throws my way," Andrea said.

Andrea is in a fantastic place in her life, having recently moved to North Carolina for a fresh start. She's excited to discover all that her new house, new city, and new life have to offer her. "Molly, Stratejoy, and Reclamation were a huge part of helping me get to this place," Andrea said. "Reclamation was the foundation – the cement – that I built my new life on. It gave me the tools and the community and the guidance to help me find my way.

"When I started Reclamation, I felt awake to a new life that I was choosing for myself. But it was Reclamation that helped me come alive."

"And that's how I feel right now, like I've finally come ALIVE."



"Unfulfilled" Case Study

HOW *Reclamation* TAUGHT RONI CARTER TO TAKE OWNERSHIP OVER HER LIFE



"Wow, you were not living your life at all. Whose life were you living? But now I'm living my life. And that is the biggest gift."

RONI CARTER

When Roni Carter heard about Reclamation, she'd become increasingly unfulfilled and unsettled – both in her job and with the daily grind of her life.

"I was definitely getting that feeling of Is this it? Is this my life?" Roni said.

"I was going to work and coming home and watching TV and going to bed. I just knew a life like that was not enough for me."

Roni kept seeing Stratejoy pop up in her Facebook feed, and signed up for a few of the shorter programs to get a taste of what it was all about.

She quickly noticed that the content was having a real impact on her life, which inspired her.

"I realized that I could take charge of my life – that it could look different," she said. "I could make my life look however I wanted. All of it was my choice." As the year came to a close, Roni signed up for Holiday Council and began to think deeply about what kind of woman she wanted to be in the new year.

"The more time I spent with the idea that I get to choose what kind of woman I want to be, the more I knew I wanted to dive deeply into that," she said. "Holiday Council gave me the momentum and the vision, but then I wanted to do something about it." Roni knew Reclamation was the way to take that action, but she was hesitant about the 10-month commitment and the financial investment.

"I have a hard time committing to anything, ever," she said. "And I was really concerned about the money. But I finally said to myself, 'Look, what you're doing right now isn't working. It isn't changing your life — and you want it to change.'"

So Roni pushed past her hesitations and signed up for Reclamation, choosing to focus on what she knew she could gain from the process – a framework that would put her more in touch with who she is, what she

values, and what she really wants for her life. Roni said her experience in Reclamation has been nothing but positive.

She said one of the things she's loved about the program is learning how to "source her own answers" by tuning into her own internal voice.

"We're continually being asked, 'Who are you really?' 'What is your truth?' and 'What are your expectations for yourself in the world?'" Roni said. "Molly's not trying to give a blanket answer that works for every woman. She guides you to find the answers that work for your life. And I was really craving that – a sense of being true to myself and connecting with whatever my purpose and my power is."

Roni said that in learning how to uncover her truth and source her own answers, some notable changes have taken place in her life. She left her unfulfilling job and has taken some time to discover what work situations would be a better fit. She's seen her confidence increase with each passing month, and she's also learned how to be more conscious of incorporating pleasure into each day.

But the biggest impact is the ownership she now feels over her life.

"And now I look back on all the years I made decisions based on what I was supposed to do, and – while I don't think any time is wasted – it makes me realize that I wasn't living my life at all. Now, I am – and that's been the biggest gift."

Roni said the best feature of Reclamation is the supportive community that comes with it – a welcome change from the perfection-

oriented world of social media and today's society in general.

"I think it's very prevalent in our culture to hide our real selves," Roni said. "So it's liberating to be able to show up with your weak spots and let them be accepted and loved. Just having others you can tell your story to and have them say, 'I see you and I love you and I'm holding space for you here. You're allowed to show up exactly as messy as you are, and be real, and we'll accept you for that.' It's very powerful."

Roni credits Molly's action-oriented approach as the key to what's made Reclamation more effective than other personal development programs or self-help books.

"You move from idea to application to execution pretty quickly," she said. "You've got the teaching call, you're sourcing your answers to things, and then there are challenges every month that get you out there doing it, in whatever way that means for you. It puts you into power a lot faster than any other kind of self-development I've encountered before."

Roni said she's realized that the deep inner work she's doing in Reclamation could be the most important work she'll do in her life.

"I think the most beneficial thing I can do in this life is to figure out who I am," Roni said. "I will probably spend the rest of my life doing it and still not have the full answer. And while it might not be valuable information to anyone else but me, it's important because here on this planet I'm completely unique. And there's no one else in the world who will have the chance to discover my uniqueness like I do."

Life Coach Case Study

HOW *Reclamation* HELPED TUNJA SMITH INCREASE HER IMPACT ON OTHERS



"I feel like I can take my experience from Reclamation, where it changed one person – me – and use it to change the world."

TUNJA SMITH

When Tunja Smith found Stratejoy in November of 2017, she was no stranger to following her own inner voice. She'd already guided herself through a divorce, relocated to a different town, and transitioned her career from a top-performing classroom teacher into a life coach for educators.

But even though she was living her truth and had a passion for her life, she knew it was time to go deeper.

She recognized that the only way she could have a truly transformational impact on the teachers she coached was to first transform herself.

"I work with 4 schools – two in Atlanta and two in Los Angeles – and have 300 teachers that I engage with who are starving for emotional grounding," Tunja said. "I didn't want to leave them with just an inspirational message. I didn't want them to say they loved when I came to their school but then not be able to define why. Instead, I wanted to give them a transformational message. I wanted them to say, 'When Tunja came to our school, it shook me out of my depression. When Tunja came to our school, I was able to identify my

needs for my mind, body, and spirit. When Tunja came to our school, I started working toward my goals and dreams again.'

"I knew the only way I'd be able to give a transformational message like that was to make a personal commitment to my own transformation."

So, in February of 2018, Tunja joined Reclamation, made "upping her inner game" her biggest goal, and quickly set to work.

She jumped into the Reclamation community, finding an openness and intimacy that she loved, one that was far different from the traditional African American community she'd always known, where showing emotion was discouraged.

"Everybody in Reclamation is so open," Tunja said. "And the ones that are highly engaged in the Facebook group – they really share. It's an instant type of encouragement and gratification."

"If you say you need something, everybody is right there supporting you."

Tunja then spent time making sense of the loss she's experienced, specifically her divorce and subsequent relocation back to her hometown of West Point, Mississippi.

"It was a loss that needed to happen in order to have everything I have now," she said. "But I still needed to process it and make sense of it. I didn't want divorce and relocation to define me. The growth I've had – and the growth I'm doing now – this is who I am."

She also became laser-focused at defining her purpose, what she values, and exactly how she wants to show up in the world.

"I defined my purpose to be 'creating safe spaces where healing happens, happiness matters, and hope no longer hides,'" Tunja said. "What I'd found out through coaching teachers was that when teachers lose hope, they start settling. And when you don't have that support system, or a safe space where you can sort out your emotions or the trauma you've endured, you're not going to feel happy."

"So I knew I needed to be that safe space for teachers – at work – so they knew someone was coming in to check on them on a regular basis, not with reading or math strategies, but with mental and emotional strategies for their overall wellness."

Tunja said she's used Reclamation as a practice ground for how to best create that safe space, and the results have been significant.

Her experience within the Reclamation community has helped her bring a new level of

safety, openness, and intimacy into her work with the educators she serves.

She also came up with the idea and purpose for her second book, an inspirational guide of daily lessons that will help not just teachers, but all service professionals, get honest with themselves, process their trauma and emotions, and fall in love with their lives.

And, thanks to Reclamation, she's successfully met her goal of "upping her inner game" so that now her purpose can have the transformational impact she wants it to have.

"I'm not just a bright light and I'm not just a friendly face," Tunja said. "I'm someone who can effect change."

"Before Reclamation, I knew I was confident in making the right decisions about my life, even though they were really tough decisions. But now, I feel like I have the confidence not just to reframe my loss, but to help others do it, too. I feel like I can take my experience from Reclamation, where it changed one person – me – and use it to change the world."

Tunja said she's stepping into 2019 as an emotionally well person with so much to look forward to. She's getting married again soon, celebrating her 50th birthday, and will watch her oldest daughter head off to college.

She said Reclamation has been the key to preparing her to savor all of these changes.

"Reclamation has helped me process my life and my loss and opened me up to a new path," she said. "If I hadn't done this work, I don't think I'd be ready to enjoy everything that's happening in my life right now. But I am ready, and I'm completely in love with my life."



Who would you be at the end of the year if you knew what you wanted and were asking for it in every aspect of your life? Who would you be if you knew you'd reclaimed your natural state of wholeness and worthiness? Who would you be if you had a community for witnessing + love as you unwind the stories that keep you trapped?

Your investment in *Reclamation* is an investment in becoming that woman — one day at a time.

Knowing what you want, what you believe and that you're worthy of it all is the ultimate investment in your joyful future.

Ready for this? Because I'm ready to welcome you.

XXXX Molly

[CLICK HERE TO LEARN MORE ABOUT RECLAMATION](#)