DR KRISTY GOODWIN

Powered-Up *Women*

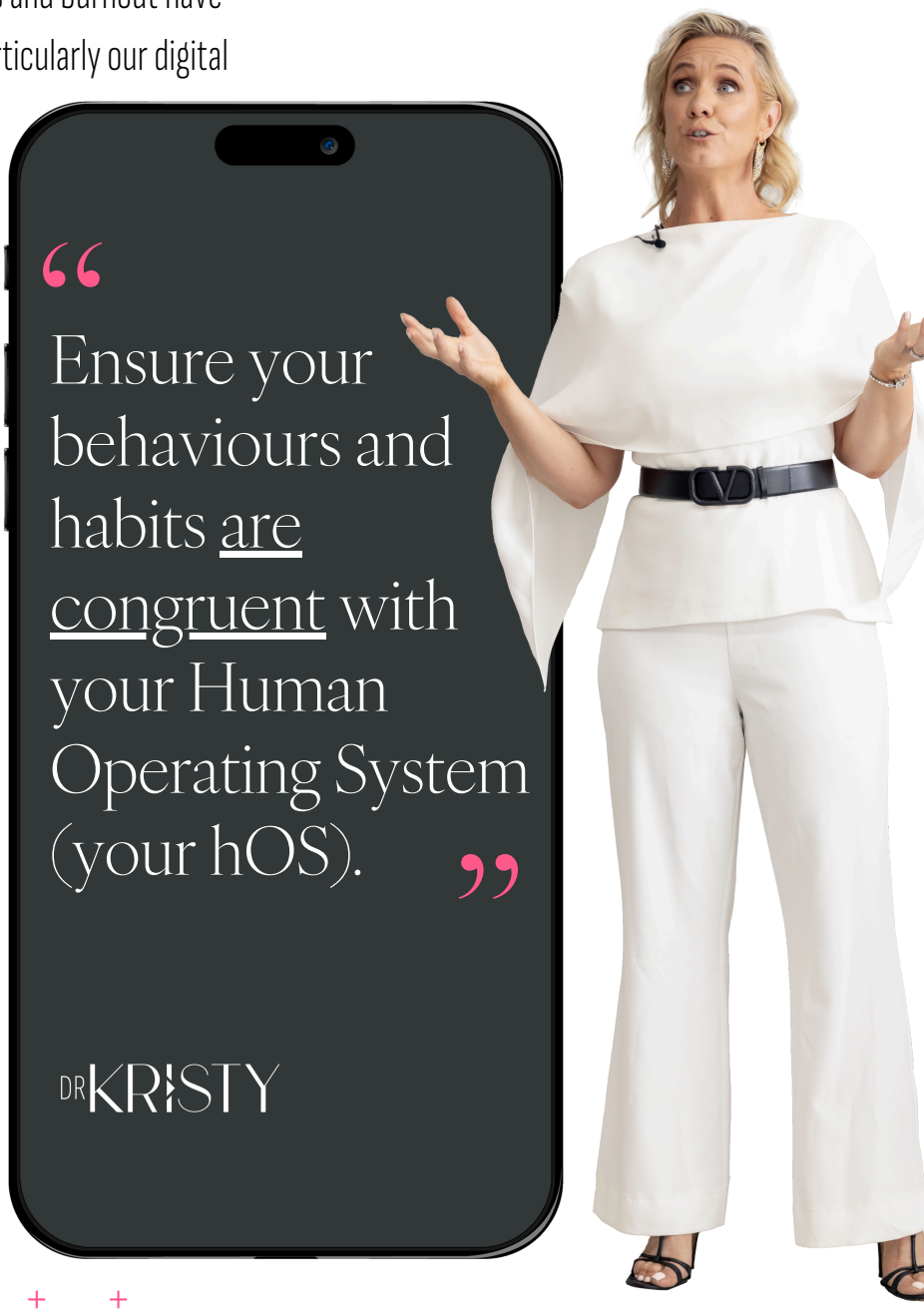
How to Optimise Your Performance *Without* Paying the Success Tax

Discover the practices and protocols, grounded in science, that will optimise your productivity & wellbeing so you can experience spacious success.



You can't outperform *your biological blueprint.*

We're living and working in ways that are completely incongruent with how we're designed to function, as humans. This is why global rates of stress and burnout have risen in recent times. Our behaviours, particularly our digital behaviours, aren't aligned with our hOS.



Today, we're living lives that are:



ALWAYS ON

It's estimated that the average Australian adult will spend 17 years of their lifetime (33% of their waking hours) on their phone alone! 28% of knowledge workers are now working after 10pm, to deal with their chronic 'digital debt'.



RARELY FOCUSED

2023 research, conducted by Economist Impact and commissioned by Dropbox, found that the average Australian employee is losing 600 hours each year to lost focus. The most common distractions leading to lost focus cited by respondents were work-related chat messages (166 hours), personal activities (146 hours) and work-related emails (82 hours).



NEVER RECOVERED

The digital demands of our days have increased in recent years. People are working at a relentless and unsustainable pace. Recent research confirms that over a third of working days don't include even a minute of recovery.

ANCIENT PALEOLITHIC BRAINS IN A DIGITALLY-DEMANDING WORLD

We have ancient, paleolithic brains that haven't evolved to cope with the incessant digital demands we now face today. Humans are biologically designed to go and seek information at a time, cadence and volume that suits us. We have brains that were biologically designed to forage and hunt for information: not to have unsolicited information constantly being thrust at us in the form of alerts, notifications and reminders. *It's hard to resist and it's easy to quickly become distracted by it.*

Digital micro-stressors trigger your nervous system. Your brain perceives these external signals – pings, vibrations, alerts – as a threat. Your brain cannot differentiate between a tiger chasing you and a Teams notification: they're both perceived as potential threats.
Your brain works in concert with your endocrine system (which regulates your hormones) to flood your body with chemicals such as epinephrine (also known as adrenaline), norepinephrine and cortisol and create a variety of physiological responses. Your blood pressure soars, your heart rate accelerates and your fight, flight or freeze response (your sympathetic nervous system) is activated. Your senses are refined, too: your vision is primed to search for escape routes and your hearing to listen out for other potential predators. This physiological response occurs every time we hear a ping from one of our devices.

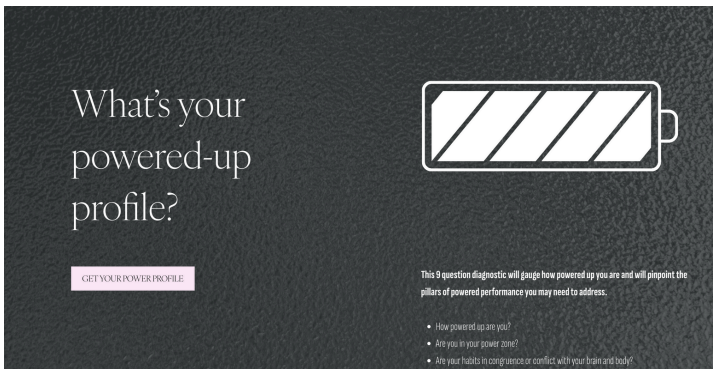
We're Not Just Tired. We're Taxed.

Today's high-performing woman is ambitious, brilliant and exhausted.
We've been told to "lean in," then "lean out," and now?
Most of us just want to lay down the myth that success must cost us everything.

Behind the boardrooms, businesses, and achievements?
Many of us are quietly burning out.
We've glorified the hustle and normalised dysfunction.

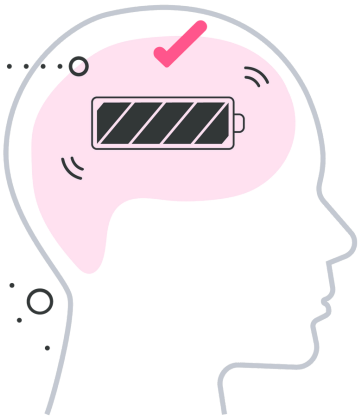
But exhaustion is not a badge of honour and burnout isn't the price of success.

Use my Powered-Up Profile tool.



Many of us are living and working in ways that are unsustainable and incompatible with our HOS.

This is why so many people are currently SED...



Stressed

Exhausted

Distracted

The Stress Superstorm

What's really behind the burnout epidemic among high-achieving women?

These silent drivers create a perfect storm of stress:

1. **Hormonal Chaos** – Fluctuating estrogen, and progesterone during perimenopause/menopause disrupt performance, sleep and mood.
2. **Mental Load + Emotional Labour** – Invisible responsibilities, kinkeeping, and cognitive overload drain us daily.
3. **The Second Shift** – Women still carry the majority of domestic and caregiving duties—an average of 22.3 hrs/week.
4. **Biological Stress Response** – Our bodies have longer, more intense reactions to stress than men.
5. **The Digital Double Load** – From 13 WhatsApp threads to constant Teams pings, we're always on.
6. **Workplace Biases** – Women's overwork is undervalued, and their exhaustion is misunderstood.
7. **Mental Health Stigma** – We're twice as likely to be diagnosed with anxiety or depression, but 90% of women hide it at work.
8. **Loneliness** – We're wired for connection, yet more disconnected than ever, especially as female leaders.

The Truth?

You're not broken.

You're brilliant, just operating out of alignment with your design and in a system that was never designed for your biology.

You can lead, scale, and succeed... without the burnout.

This is ***Spacious Success.***

Alive. Aligned. Sustainable.



Powered-Up Women

DR KRISTY

Flouriishing Formula

When you work *with*, rather than *against* your hOS, women can go from burnt out to powered up. A brain-based, biology-led path to sustainable, high-performance.

You don't need to hustle harder. You need to work smarter by honouring your human operating system (hOS).

This is how we stop leaking energy and start living in alignment.

You can go from stressed to optimised.

You can go from exhausted to energised.

You can shift from distracted to focused.

There's a huge difference between women that SURVIVE and those who THRIVE. Your biology was designed for you to FLOURISH, not FLOUNDER.



BUILD YOUR STRESS ADAPTABILITY

Stress is an inevitable part of our modern lives. In a world teaming with technological advancements, rarely do we experience physical stress today. When we're ill-equipped to deal with physical stress we're also less likely to mount an appropriate psychological response to stress. We need to build our stress tolerance if we want to harness the positive potential of stress and mitigate the potential pitfalls of excessive stress.

You'll learn to monitor your stress & recovery scores, identify how your digital habits may be contributing to your stress in profound, yet invisible ways and how to apply a menu of micro-habits to optimise your stress tolerance.



OPTIMISE YOUR FOCUS (FQ)

The most critical skill to cultivate in the 21st Century is focused attention, given that we're now living and working in the 'attention economy'. High-performers are adept at orienting, controlling and sustaining their attention to bolster their productivity. Develop an arsenal of micro-habits you can use to optimise your focus and watch your productivity soar.

You'll identify your unique biological rhythms and peak-performance windows so you can improve your focus and be armed with a menu of micro-habits and brain-based protocols that have been scientifically validated to bolster your FQ.



REFRAME YOUR RECOVERY

In order to achieve sustainable performance we must work in congruence with our hOS, not in conflict. One of our biological constraints, as humans, sis that we're not designed to be always on. Recovery is critical to sustainable performance in the digital world. There's a solid body of science underpinning rest and recovery, the three different types of breaks that are essential for preventing burnout and the simple, science-backed protocols that can be implemented to enhance performance.

We'll explore why sleep is the bedrock to performance. You'll be armed with micro-habits that will enhance the efficiency, timing and duration of your sleep and other targeted recovery practices. Use biometric data and personalised coaching to enhance your sleep , build an optimal sleep schedule and understand your sleep and recovery requirements for sustainable performance.

Powered-Up Women

DR KRISTY

Flouriishing Formula

Build Your Stress Adaptability

Don't manage stress, adapt to it. Learn to dance with stress.

Reduce the micro-stressors. Build your stress tolerance. Develop stress resilience.

When you stretch (not shatter), you expand your resilience, wellbeing & performance.

Micro-Habits:

🔕 Limit notifications (reduce micro-stressors)

🧊 Deliberate cold exposure (build stress tolerance)

👀 "Stare & Sigh" daily (reset your nervous system)

Optimise Focus Quotient

Your attention is one of your most important human currencies, protect it.

Monotask like a machine and honour your brain's rhythm.

Micro-Habits:

🕘 Work with your chronotype (not against it). Find out more here.

⏱️ Sprint, don't marathon (90-min max)

📵 Phone out of sight, always

Reframe Recovery

Rest isn't a reward. It's a requirement. Proactive recovery can boost your performance by 26% (Gartner).

Recovery is your ROI. Reframe it as a peak-performance pit-stop.

Micro-Habits:

💊 Take creatine daily (cognitive fuel). 20-30 grams if under-slept.

🏋️‍♀️ 10 squats every 45 mins (regulate blood sugar)

🚶‍♀️ Walk for optic flow (mental reset)

Dr Kristy Favourites

Here are some products that I personally use and/or suggest to my executive coaching clients to optimise their performance and support their wellbeing. Whilst I assure you that I personally use (or have used in the past) these products, some of the links I share are affiliate links (meaning that I am paid a small fee for recommending the products).

Also remember, there are many things that you can do that do not require any apparatus and/or are free of charge. We have to work with our Human Operating System, our hOS, not against it.

WHOOP STRAP



A wearable device to track your biometric data. I recommend WHOOP if you're after specific sleep data and have an interest in physical activity and/or training.

ICE FACE ROLLER



Helps manage stress by activating your vagus nerve and puts you in an alert state when your focus is waning. An alternative to a cold shower or ice bath.

LARGE ICE-BLOCKS



Want to reap the benefits of ice-baths but don't have the space (or budget) for an ice-bath? This low-cost option is worth considering. Use the code 'DRKG' to get 10% off any purchase.

ICE-BLOCKS FOR HOME ICE-BATHS

CREATINE



Creatine isn't just for athletes, it's brain fuel, especially when you're underslept. A higher, acute dose (20–30g) can help offset the cognitive hit from sleep deprivation by boosting brain energy/ For daily support, a consistent dose of 5–10g/day is ideal.

CEREMONIAL GRADE CACAO



I use Cacao as an alternative to coffee (because caffeine. I also use the 'Rise' blends in the morning and the 'Rest' blend in the evening as they contain adaptogens which are natural substances that help the body adapt to and resist stressors.

RED LIGHT THERAPY



Red light therapy has been shown to improve sleep, skin appearance, muscle recovery, pain management and relaxation. Baxter Blue offer a range of other wellbeing products that I use and recommend too.

SLEEP OIL & MASK



Ikou makes my all-time favourite eye mask. It's light and washes easily. Great to take if you travel. Using a consistent smell before you go to sleep can help you have a predictable power-down routine.

Disclaimer: Please do your due diligence and investigate the benefits and risks associated with using any of the above products. Whilst I've used and tested the products and experienced positive impacts, any claims are general in nature and do not guarantee that you'll achieve the same results. ALways consult with a health care provider before using any of these products.

What's Next?

Create your Power-Up Plan

Create your own personalised *Power Up Plan*. Select the 1-3 micro-habits that will bolster your performance and wellbeing. Embed these micro-habits then add more habits over time.

Access the *Power Up Plan* by clicking here.



Amplify Your Performance

Access my signature program **Amplified** here. I teach you how to interpret and improve your biometric data. There are two versions- one for WHOOP bands and one for Oura rings (and you get coaching with me)





Let's Connect

I share regular performance and wellbeing insights on social media and via my newsletter (rest assured, I won't add to your #infobesity). Click below to digitally connect.

Want to optimise your performance and wellbeing (or that of your team)?

Book Me to Speak

Bring this keynote to your stage, conference, event, retreat, or team offsite. FInd out more here.

Optimised: Group Performance Coaching

A science-backed coaching experience for ambitious women ready to sustain peak performance, *without* the success tax. Find our more here.

1:1 Executive Coaching

Personalised support using wearable tech + brain-based strategies to expand capacity and recalibrate success. Contact my team to find out more.

We are **powered-up women**.
We are done with burnout.
And we're no longer available for anything less than **Spacious Success.**



DR KRISTY

Spacious Success Manifesto

Ladies, we are done accepting exhaustion as the entry price for success.
We no longer confuse stress with significance.

And we refuse to pay the **Success Tax,** the hidden cost of ambition that drains our bodies, our minds, our lives.

We are not fragile.

But we are stressed, exhausted and distracted.
We were told to "lean in" and then lean out, when all want to do is "lay down".
We're not just tired, we're taxed.

We're stretched too thin.
Pulled by invisible threads...
The mental tabs. The life load.
The endless to-do list that no one else sees. The damn WhatsApp and constant ping of Teams messages.

We've been sold a version of success that glorifies sacrifice.
Grind. Sacrifice. Hustle your way to the top, we're told.

We were taught that rest must be earned.
That recovery is indulgent.
That our needs come last.

But we know better now.

We will no longer contort ourselves to fit into systems not designed for our biology or our brilliance.

We are not machines.
We are not meant to be **always on, rarely focused and never recovered**.

We are not broken.
We are brilliant.

Just operating out of alignment with the way we were designed to live and lead, which is our **Human Operating System**, our **hOS**.

That ends here

DR KRISTY

Spacious Success Manifesto

We're dismantling myths.
Rewriting the metrics.
Redefining what success really looks like and how it feels for ambitious and accomplished women.

We choose **Spacious Success**.
Success that feels clear. Success without sacrifice. A place where we no longer trade our health and happiness for high-performance

Alive. Aligned. Anchored. Amplified.

A life that's as satisfying on the inside as it looks on the outside (& not just impressive for the 'gram).
We are done trading our wellbeing for external wins.
We honour rest. We prioritise the potent things in our lives. Today.

We reclaim our most valuable human currencies, our:
Time
Energy
Attention
Our TEA.

This is not a trend.
This is not self-help.
This is more than conversations and memes about bubble baths and balance.

This is a silent crisis I'm no longer willing to whisper about.
It's a rallying cry.
A recalibration.
A rising.

We are **powered-up women.**
And we're no longer available for anything less.
We're ready for **Spacious Success.**

About Dr Kristy Goodwin



Dr Kristy - using neuroscience and technology to power-up performers in the digitally-demanding world

Dr Kristy provides keys to lead, live and work more effectively for senior executives, business leaders, human resources managers, employees and entrepreneurs who are always switched on, but rarely powered up. She shares practical brain-based solutions to tame our tech habits and the latest evidence-based strategies to decode the neurobiology of peak-performance in the digitally-intense world we now work and live in. Her brain-based tools for peak performance in a digital age play a critical role in the modern workplace to optimise efficiency, drive productivity and facilitate innovation, without having to sacrifice wellbeing.

Kristy is a certified speaker professional (CSP) and recipient of the Australian Professional Speakers Association Breakthrough Speaker of the Year Award in 2023.

Dr Kristy has lectured at Macquarie University and University of Notre Dame, and holds a PhD on the impact of digital technologies. She is the author of two books including the award-winning *Dear Digital, We need to talk.*

Tap into your neuro power and become a high-resolution human by connecting with Dr Kristy.

WEBSITE | LINKED IN | INSTAGRAM

Dear Digital, We need to talk...



If you want to put an end to constantly feeling stressed, overwhelmed, and distracted the best place to start is... with a good old-fashioned book. Dear Digital, We need to talk... in fact!

Dominate your digital distractions and stop screens from adding to your stress.

Learn brain-based strategies to tame your toxic tech-habits and thrive in the digital world. And no, don't worry. You don't need to cancel your Netflix subscription or take Slack off your phone. Grab your copy here.