

Femke van Loon
with Christophe Fauconnier and the Innate Motion community

BEYOND THE POWERGIRL

Towards a world with a better balance
between female and male values

eBook



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Feel free to share it in any way, as long as you cite
Innate Motion as the source.

Many people contributed to this book.
Innate Motion people conducted thorough cultural research,
decoding people's attitudes and value shifts across cultures.
Many other friends offered their perspective and additional examples.
We'd like to thank you all for your input and insights!



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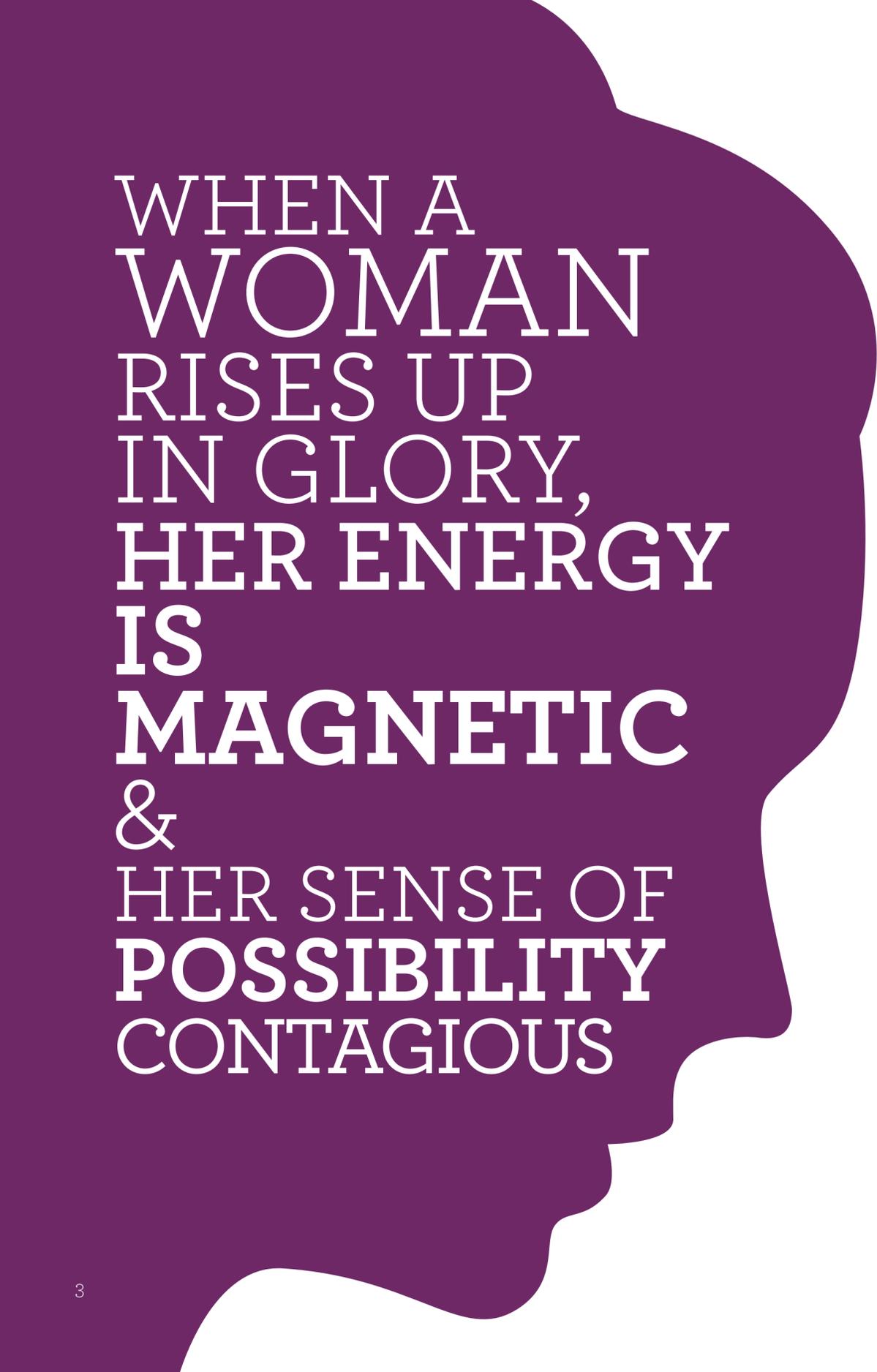
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WHEN A
WOMAN
RISES UP
IN GLORY,
HER ENERGY
IS
MAGNETIC
&
HER SENSE OF
POSSIBILITY
CONTAGIOUS

Foreword

Unlocking the greater potential of communities, of businesses and of brands, has always been at the core of our Innate Motion mission. So when Femke and the Innate Motion community started to explore how feminine values and feminine identities can inspire and free us to build better societies and businesses, she sparked not only me, but a whole crowd of women and men at our company to add their verse and be part of this remarkable project.

Clearly feminine values and identities will shape and change our world and I welcome this. Being surrounded by remarkable women with remarkable feminine values has certainly made Innate Motion a better company and it has definitely made me a better leader.

Gender equality is a hot topic today in the marketing and advertising industry. But gender equality is not enough, we need to get beyond the powergirl and adopt more future friendly feminine values both as women and men.

The paths for getting there are multiple, rich and full of possibility. We all just need to take that first step and keep on walking.

Christophe Fauconnier

Business humanizer and CEO Innate Motion group



Introduction

Why this piece of thinking?

As brand, innovation and communication crafters, we have the chance to inspire the women we serve, broadening the landscape of feminine aspirational identities, so more girls and women see and share who they can be and who they want to be, taking part in societal change.

This does not mean - as now seems to be the general belief - that we need to picture a world of powergirls as the only identity to aspire to. It is time to inspire women to unleash their full potential. It is time to go beyond the powergirl.

This piece of work aims to imagine the many positive female qualities and values that will be unlocked in the near future, when women will finally feel free to express and share their full capacities in society.

If we look at industrial society (to not go too far!) we see how women have been marginalized to background roles with well-defined and narrow expectations in terms of aspirations and roles to fulfill. Through the centuries women were given, by the cultural establishment, just a few defined colors of the pantone to express themselves leading to a limitation and underestimation of society's potential.

As society evolves towards a more inclusive participation, gender equality has recently been given more ample attention. A general awareness has developed that societies will be stronger, richer and better when women participate with their full selves. For societies to develop further, it is clear that we need to urgently move away from the limited scope of options that are set as examples and the predominantly repressive nature of these, like the caring mum, the perfect housewife and the pleasing wife.

Thought-leaders around the world have been discussing and taking action regarding the ways we represent girls and women and their aspirations in the media and in advertising in particular, since the image created and the stereotypes used, impact female self-esteem, hopes and dreams and thus the roles women aspire to, seek and get in society.

We want to build on the existing work done by shedding light on the full pantone of feminine qualities and values that women treasure and that society as a whole can benefit from.

Because the future will not just be gender neutral or full of powergirls as the only identity to aspire to. The future will be much richer, brighter and colorful. The future will be more feminine.

Feminine values that will matter more to everyone

As our cultural values are challenged by the many issues the world is facing, we are witnessing a shift in terms of defining which values drive success, morality, and happiness.

In an increasingly social, transparent, and inter-dependent world, people are inspired by innate feminine values to shape a more sustainable, happier and positive future they want to live in.

Many openminded inspiring men are opening up to their feminine qualities too.

A world where feminine values matter more is a world with a better balance between female and male values.

A world where feminine values matter more is a richer more peaceful world for everyone.

Femke van Loon





The 16 future feminine identities

Human culture is moving towards an era of larger appreciation for feminine values, in which consideration and integration of these values is of high importance.

To voice these 'other' feminine qualities and values we decided to use the 16 archetypal identities by imagining their evolution in the light of the coming times.

Archetypes are in fact primordial forms of identification. They are universal identity models that societies throughout the ages, have knowingly or unknowingly called upon to show the way.

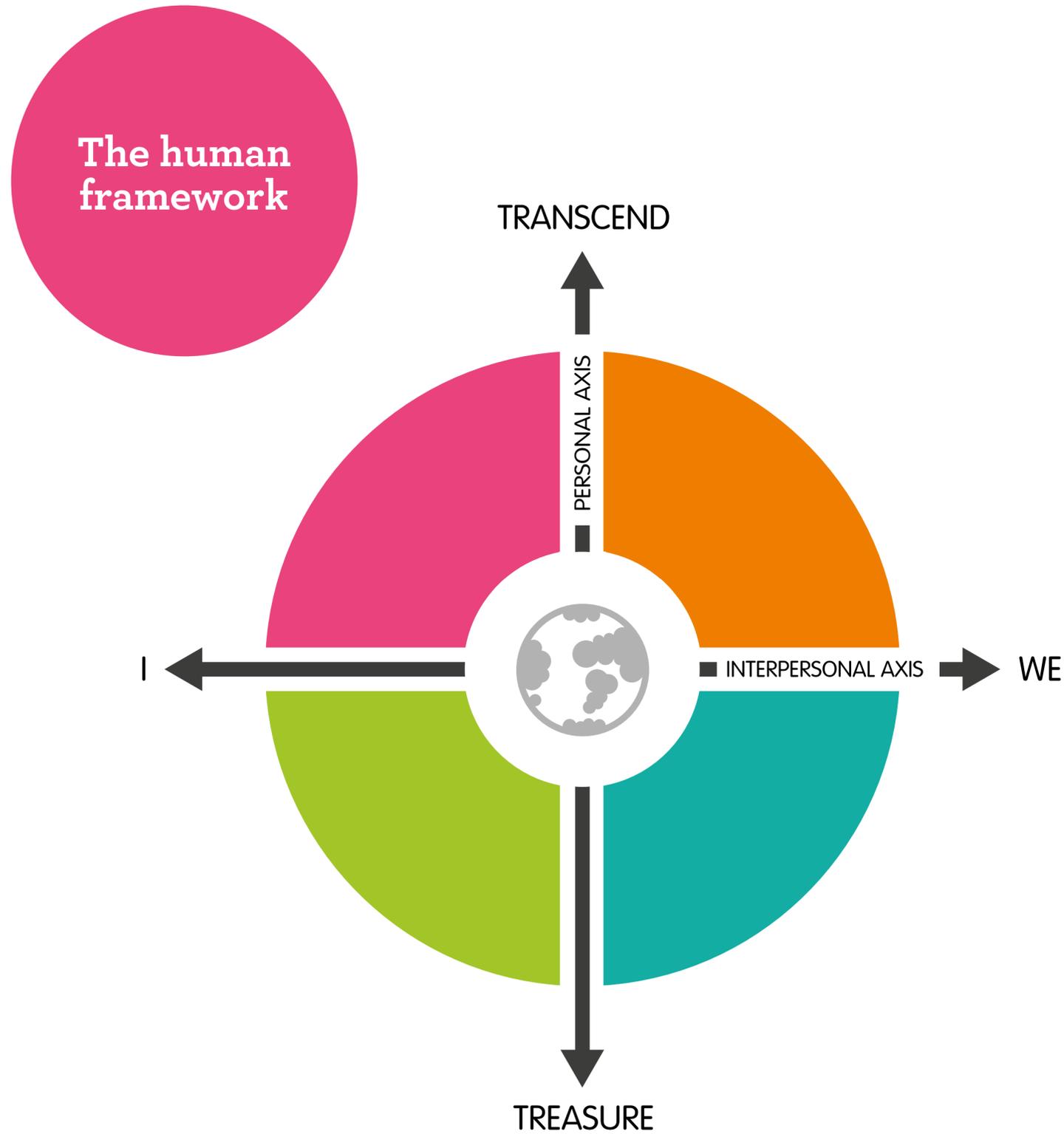
Archetypes are “meaning-devices” that allow us to understand ourselves, relate to others, and confront the dilemmas of our human existence.

Ultimately, they help us as people or as organizations to understand who we are and who we want to become.

The 16 archetypes that follow have been shaped using a feminine lens:

- considering the times we are entering next: an era where feminine values will be more inspiring, acknowledged and embraced by both men and women
- keeping in mind the need to broaden with more color the way women are addressed in general and represented in media content and communication, giving voice to the other qualities and values that they embody





We analyze archetypes on what we call the Human Framework, a tool lent from psychology that we can use as a compass to decode human strives and needs.

The history of humanity seems to have been shaped by **two major forces**. How we relate to the world on a personal level, and how we relate and feel about others on an interpersonal level.

On a **personal** level, fear makes us want to hold onto life in a controlled manner, and fascination makes us want to embrace life and move beyond ourselves reaching out to the world in a more spontaneous manner. We want to treasure and transcend life.

On an **interpersonal** level we balance out desire to affirm ourselves over others (I), with the desire to belong and be accepted by the group (WE). We want to deeply belong and deeply affirm ourselves in our interpersonal relationships.

Emerging from these two driving forces are 4 ways to experience the world.
A world with its own code of conduct:

The ethos of change and possibilities – empower us to move beyond limitations and tap into a world of greater possibilities.

The ethos of abundance and unity – engage us to bring down the barriers between us and open up to abundance that is all around us.

The ethos of essence and responsibility – enforce us to nurture stronger foundations and treasure our essentials.

The ethos of mastery and power – enable us to rise above our self-doubt and develop the best of who we can be.



Let's meet the archetypes that embody these characteristics, one by one...

The future feminine HERO



The Hero triumphs over adversity or major challenges and inspires us all to battle-on moving forward in our struggles. The Hero is an instinctive protector of those who are innocent, fragile, and helpless. The Hero represents the universal message of courage and victory and uses strength and power for a cause that makes a difference.

Traditionally a female Hero had to ignore her fear and weakness. Often, this was done by overcompensating and acting tough, ignoring the fact that vulnerability requires courage too.

The female Hero of tomorrow accepts instincts and sensitivity as a powerful force. Strong and full of power when needed, but not shying away from character traits that could be seen as vulnerable. A female hero is not afraid to learn from past failures and defeats “enemies” not only with force, but also with empathy.

DO

Make empathy and vulnerability the hero’s skill

TRAP

Turning heroes into weak characters/psychologists

DESIRE: Prove value through brave and courageous actions

KEY VALUE: Fearlessness

Aung San Suu Kyi

Social democratic stateswoman, diplomat and author, Aung San Suu Kyi is the incumbent Counsellor of Myanmar, first female Minister of Foreign Affairs, and President of the National League for Democracy. She has spent over 15 years under house arrest in Rangoon to work and to witness a free Myanmar. Her courage to change the political course of the country is praised by her nation and numerous other countries and their leaders.



“You should never let your fears prevent you from doing what you know is right.”

Katniss Everdeen

Katniss Everdeen is the protagonist of The Hunger Games trilogy. She embodies female heroic strength and power for the good on one hand while embodying acceptance of vulnerability on the other. Driven by the strong desire to protect her loved ones, she was determined to endure hardship and hard work, her character being portrayed as an independent and strong survivor.



“At some point, you have to stop running and turn around and face whoever wants you dead. The hard thing is finding the courage to do it.”



**“ *The question isn’t
who’s going to let me;
it’s who is going to
stop me.* ”**

- Ayn Rand



The future feminine OUTLAW

The Outlaw embodies repressed rage against structures that no longer serve life, but are still supported by society. The Outlaw is the leader of the other side of society, guiding the underworld toward the revolution. In a world full of rules and principles, the Outlaw breaks rules in a manner that feels liberating to people, enabling a space of freedom in our normative world.

Traditionally a female Outlaw countered most aspects that society would deem to be feminine. She embraced female anger by opposing all traditional forms of femininity. This was often seen as provocative with the sole intention to shock.

The female Outlaw of tomorrow does not choose to shock explicitly through behaviours and actions. Entering an era with broad societal appreciation for female values, the female Outlaw interferes with structures and outsmarts these to ignite change from within.

DO Portray outlaws as people's catalysts

TRAP Depicting outlaws as too gentle

DESIRE: To prove value through brave and courageous actions

KEY VALUE: Challenge

Susi Pudjiastuti

Susi is the current Minister of Maritime and Fisheries in Indonesia. Susi is admired for her boldness and challenger attitude. Her main concern in office is the leniency of the Indonesian Government towards illegal fishing, and she made that her fight. She has detonated over 10 illegal fishing boats in the first year of her position.



"Our president (Jokowi) said that this country needs a crazy person like me. I'm not used to following orders, or restrictions - don't do this, don't do that - I'm not used to that"

Yoani Sánchez

Yoani is the founder of Cuba's first and only independent digital news outlet, blogger and Cuba's political and social critic. Yoani has raised global fame, support and even controversy for her actions. Practicing journalism in a country where current regime doesn't tolerate dissent, she aims to challenge such belief, and empower Cubans to decide, with more maturity, their own destinies and to unite them on a path of inevitable transition.

"Freedom is fundamentally the possibility of standing on a street corner and shouting: There is no freedom here!"



“ You can waste your lives drawing lines. Or you can live your life crossing them. ”

- Shonda Rhimes



The future feminine EXPLORER

The Explorer turns from the known to discover and explore the unknown. The Explorer is motivated by a deep desire to find something in the outer world that fits with internal needs, preferences and hopes. The Explorer goes out to seek a better world where all can fully express a sense of freedom and individuality.

Traditionally a female Explorer easily became an outcast that had to be protected from herself. The female Explorer needed to experience freedom and liberation from a society that tried to belittle her. Exploring was self-directed.

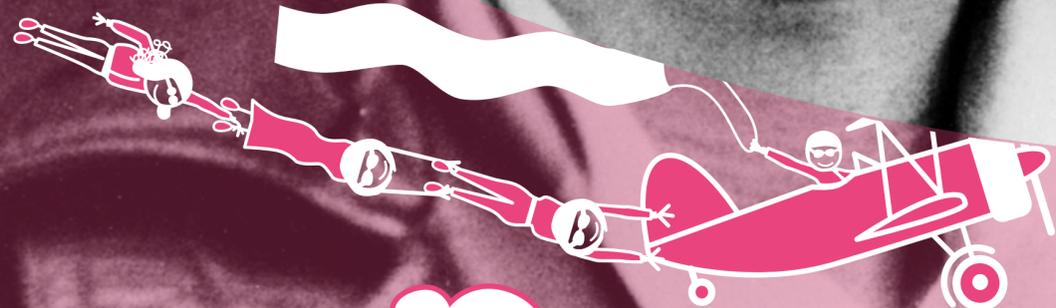
The female Explorer of tomorrow explores the world for new possibilities. Not only to better and liberate the self, but to better and liberate society as a whole. Exploration is directed outwards. It is about the process as much as the end goal.

DO Focus on an exploration that brings collective possibilities

TRAP Turning exploration into a mission

DESIRE: Explore the world to discover your true identity

KEY VALUE: Freedom



Amelia Earhart

Amelia Earhart was the first woman to fly solo non-stop across the Atlantic Ocean, which earned her a U.S. Distinguished Flying Cross. She set many other records, wrote best-selling books about her flying experience and was instrumental in the formation of The Ninety-Nines, an organization for female pilots. Earhart's explorative spirit, her support for equal rights, and her accomplishments in aviation has inspired a generation of female aviators.



“Adventure is worthwhile in itself.”

Alek Wek

Alek Wek is the first African model to appear on the cover of Elle. Her works in fashion have touched and inspired many women to accept themselves as who they are. Throughout her modeling career Alek refuses to conform to Caucasian beauty standards, because she believes that there should not be only one definition of beauty.



“When all is said and done I would like to look back and think that I helped to make modelling a possibility for a greater number of people. I don't do things that I will regret in the future. I tend to err on the side of caution. Not to mention the fact that the present world I reside in would not have been possible without my past. I am most proud of being able to represent my family and community with honour and dignity.”



“ *I’d rather regret the things I’ve done than regret the things I haven’t done.* ”

- Lucille Ball



The future feminine JESTER



The Jester is humorous, free spirited and surprising. The Jester knows how to enjoy life and how to put things in perspective. The Jester has the ability to look at life from a distance. The Jester brings relief through laughter and makes life lighter. The Jester calls us to come out and play; shows us how to find relief from the many demands of life.

Traditionally the female Jester archetype was a caricature, a loud parody, almost making fun of life. Ironic women, often grotesque looking, that would entertain others through losing their femininity. Traditionally making fun hasn't been a quality associated to femininity.

The Jester of tomorrow doesn't just laugh at life and doesn't lose her feminine centre. She finds a way to liberate us from the burden of everyday life by taking pleasure from it. The Jester of tomorrow will not just laugh and make others laugh per se. Being mindful and seeing things with perspective, she will take life less seriously and will use irony as a relief, solving life's issues and contrasts.

DO

Bring out the lighthearted spirit and attitude in life, rather than the mocking attitude

TRAP

Using pure irony

DESIRE: See life from a lighter perspective and have fun

KEY VALUE: Lightheartedness

Ellen DeGeneres

Ellen DeGeneres is a legendary stand-up comedian. Through her parents divorce, Ellen discovered the gift of comedy to make her mother laugh and be happy again. Today, she cheers others up through her TV show. Her unique sense of humor and clever writing is unparalleled; she is truly one of the best entertainers of all time.



“You have to stay in shape. My grandmother, she started walking five miles a day when she was 60. She's 97 today and we don't know where the hell she is.”

Zooey Deschanel

Zooey Deschanel is an American actress with a unique and very smart sense of irony. The multi-talented Deschanel has also enjoyed success as a recording artist and is considered a talented singer too. Zooey is often compared to the golden era of Hollywood starlets.

“If I'm going to be 'too' anything, 'too cute' is fine. I love puppies. So what? Who hates puppies?”



“
*If you obey all the rules,
you miss all the fun.*
”

- Katharine Hepburn



The future feminine **MAGICIAN**

The Magician makes the moment happen. The Magician transforms people and situations for the better. The Magician rescues us and inspires us to believe that we can change the world. The Magician helps us to realize the magical nature of human beings, that nothing is impossible if people reach out beyond themselves and participate in life.

Traditionally a female Magician was closer to a fairy. An archetypal character that every now and then would have the power to make a miracle happen. Distant and surrounded by a halo of mystery.

The female Magician of tomorrow will be a real, positive force. She will engage, making others believe that changes and magic do happen. They start from us. Today. The Magician of tomorrow will be engaged and engaging others into miraculous acts of changing the world by believing in a better / vital cause.

DO

Focus on real miracle makers of today

TRAP

Missing the aspect of wonder and elevation

DESIRE: Transform things into special moments and experiences

KEY VALUE: Wonder

Malala Yousafzai

Malala, is the youngest-ever Nobel Prize laureate. She is known for human rights advocacy for education and for women in her home country, Pakistan, where the Taliban bans girls from attending school. Malala made that her fight. Malala's advocacy has grown into an international movement. For this she was attacked, risking her life. Malala is now a leading spokesperson for women's rights, and is paving the way for women everywhere.



*“Let us remember:
One book, one pen,
one child,
and one teacher
can change the world.”*

Sejal-Hathi

Sejal-Hathi is all about believing and working on "Empowering Girl Changemakers". By the age of 15, Sejal started a non-profit called Girls Helping Girls. By 19 she started Girltank, an organization dedicated to empowering young women around the world. She has spoken at the United Nations, she was an honoree of Forbes 30 Under 30 list and she has won so many amazing awards at such a young age.



*“Never give up
on your dreams
- life is too short to stop
believing in your
boundless potential
to achieve greatness.”*



“ *Life is not measured
by the number
of breaths we take,
but by the moments
that take
our breath away.* ”

- Maya Angelou



The future feminine INNOCENT

The Innocent embraces the simplicity and purity to tap into the goodness of life. The Innocent reminds us to keep faith and optimism and inspires us to go back to basics and enjoy the simple things. The Innocent promises a perfect land where we are free to be ourselves and live an easier life in harmony with our environment.

Traditionally a female Innocent was a pure, chaste figure. The Innocent Archetype is often the naive, wide-eyed traditionalist. Eternally optimistic, faith based, saint-like with a yearning to do the right thing.

The female Innocent of tomorrow is a pure person who genuinely enjoys the simple things in life. She naturally applies her honesty and optimism in all aspects of life and tends to first recognize the good in people. The female Innocent will be present and connected in an era that will require more active participation. She will keep her inner ingenuity, without losing touch with the surrounding people and situations.

DO Focus on turning honesty into action

TRAP Making honesty a flat and uninteresting character trait

DESIRE: To experience paradise

KEY VALUE: Purenness



Madison Kimrey

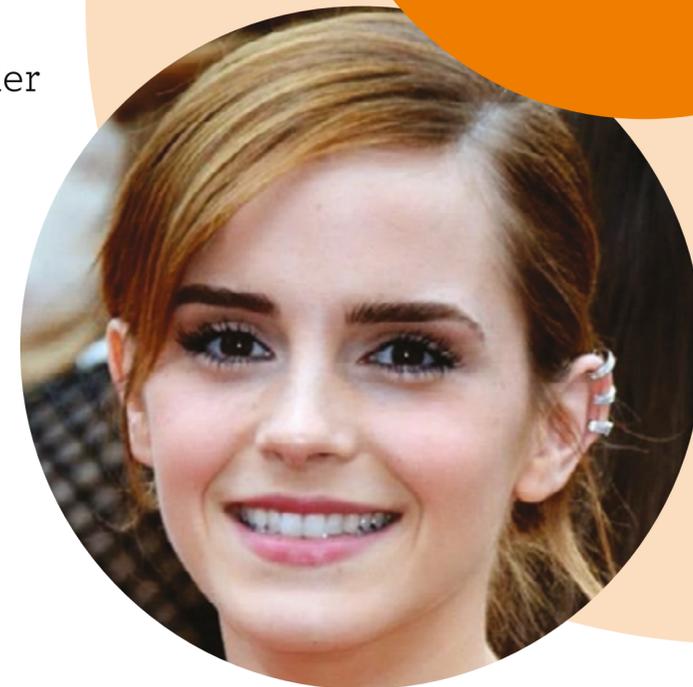
You're never too young to get involved, and 12-year-old Madison proves it. This young activist from North Carolina started a petition to reinstate a bill that would allow 16 and 17-year olds to pre-register to vote! Even though she can't vote yet, she is actively advocating for young voters in her state. This young woman is simply articulate and inspiring.



"It's time for my fellow young women to decide what kind of legacy we want to leave, and to start now to build a future in which we will lead."

Emma Watson

Emma Watson is a British actress, model, and activist. Appointed as UN Women Goodwill Ambassador, Emma delivered a speech about gender equality at the UN Headquarters in 2014 to launch the UN Women campaign *HeForShe* that calls for men to advocate for gender equality. In her speech, she admitted that she had begun questioning about gender-based assumptions at the age of 8 because someone called her "bossy", a trait she has attributed to her being a perfectionist.



"Don't feel stupid if you don't like what everyone else pretends to love."



*“ Virtually nothing
is impossible in this world
if you just
put your mind to it
and maintain
a positive attitude.*

”

- Lou Holtz



The future feminine LOVER

The Lover has a deep yearning to experience love. The lover searches for intense sensations by exposing raw emotions and being receptive to others' feelings. When life is hard, the Lover invites us to feel good and engage pleasantly with others. The Lover encourages to reconnect with the self in order to reach out to others.

Traditionally a female Lover archetype was all about devotion. A yearning to experience love driven by the fear of being alone. This unconditional form of love was easy to take advantage of. It was love for others and lack of love for oneself.

The female Lover of tomorrow, entering an era where female values are re-evaluated, knows intuitively that in order to love someone else, she first has to love herself. In that way love becomes an endless source of pleasure and affection that can be dedicated to those around them.

DO Redefine love for others by starting with loving yourself

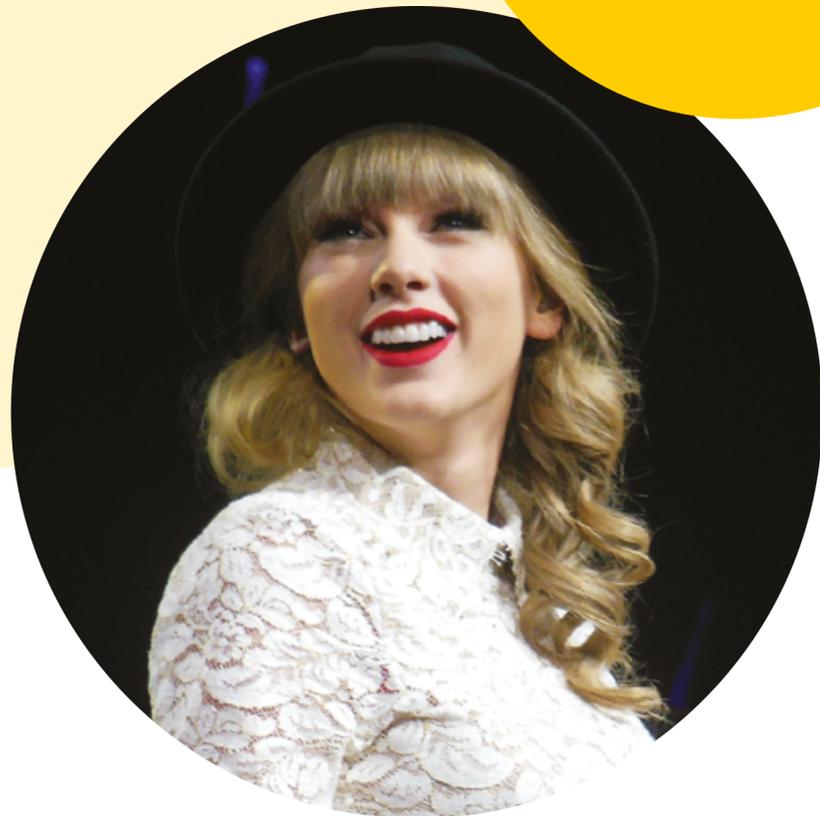
TRAP Translating self-love and respect as selfish or at best individualistic

DESIRE: Feel loved

KEY VALUE: Passion

Taylor Swift

Taylor Swift is an American singer and songwriter and even at a very young age has a lot of wisdom in life and positivity to share. She lives and enjoys every moment in her life, never taking it for granted. She generously shares her resources for the better of society, today and in the future.



“Don’t forget to fall in love with yourself first.”

Lena Dunham

Writer and star of HBO's mega hit series "Girls", NY Times bestseller novelist, feminist, and more. Lena, breaks down social barriers that so often prohibit women from excelling in life. She does this in many unconventional ways but always from a place of self-love and self-worth. She is an inspiration to younger generations.



“Respect isn’t something you command through intimidation and intellectual bullying. It’s something you build through a long life of treating people how you want to be treated.”



“ *Loving yourself
isn't vanity.
It's sanity.* ”

- Katrina Mayer



The future feminine LOYALIST

The Loyalist is a friend at our side while facing and overcoming the tests of life. The Loyalist embodies trust, loyalty and reassurance. The Loyalist enables people to not feel alone and move in the world with more confidence. The Loyalist promotes growth through mutual bonds that make people feel accepted, liked and good.

Traditionally a female Loyalist archetype was loyal as in a vow, no matter what. She would in fact risk losing her own identity and point-of-view, in order to be loyal to those of others.

The female Loyalist of tomorrow will be able to be loyal to herself as much as she is to others. She will not lose the focus of her own values and wants to blend them with loyalty to others. She will be able to integrate loyalty to herself with loyalty to others.

DO

Present loyalty as that promise we have to make to ourselves first

TRAP

Ending up in selfishness

DESIRE: Build deep and lasting relationships

KEY VALUE: Trustworthiness

Kate Winslet

Kate Winslet, one of the best actresses of her generation, advocates for a world where women don't give in to narrow and homogeneous beauty standards and where older women reject the pressure to disguise their age in a constant quest for youth.

Being an anti-cosmetic surgery activist, she has created the British Anti-Cosmetic Surgery League, a vow between Kate and other celebrities - as famous as Emma Thompson, Rachel Weisz, Meryl Streep and Jodie Foster - to never get surgery.



“I am not friends with famous people - I'm friends with mums on the playground.”

Elsa (from Frozen Disney movie)

Elsa, is the protagonist of Disney movie Frozen. From the outside, Elsa looks poised, regal and reserved, but in reality, she lives in fear as she wrestles with a mighty secret. Throughout the film, she struggles first with controlling and concealing her abilities and then with liberating herself from her fears of unintentionally harming others, especially her younger sister. Her complex characterization and vulnerability make her loved worldwide.



“I don't care what they're going to say. Let the storm rage on. The cold never bothered me anyway.”



“ *Give. But don't allow yourself to be used.
Love. But don't allow your heart to be abused.
Trust. But don't be naive.
Listen. But don't lose your own voice.* ”

- Carrie Bradshaw



The future feminine CAREGIVER

The Caregiver has a desire to protect and nurture others. The Caregiver can easily send messages of nourishment and rejuvenation because she symbolizes pregnancy and maternal care. The Caregiver helps us reconcile our desire to be caring and generous in our cynical and sometimes dehumanized modern world.

Traditionally the Caregiver was instinctually linked to women. Giving care was in fact the main role a woman was thought to be born for. The female Caregiver archetype was tied up in taking care of others.

The Caregiver of tomorrow doesn't blend in with others. She treasures her individuality.

Being well centered, she ends up being even more balanced in caring for others. Her generosity is healthier and can endure longer in time because of that.

DO

Celebrate the fact that generosity can start from being generous with yourself first

TRAP

Making generosity too soft and not cool enough

DESIRE: Feeling joy caring for others

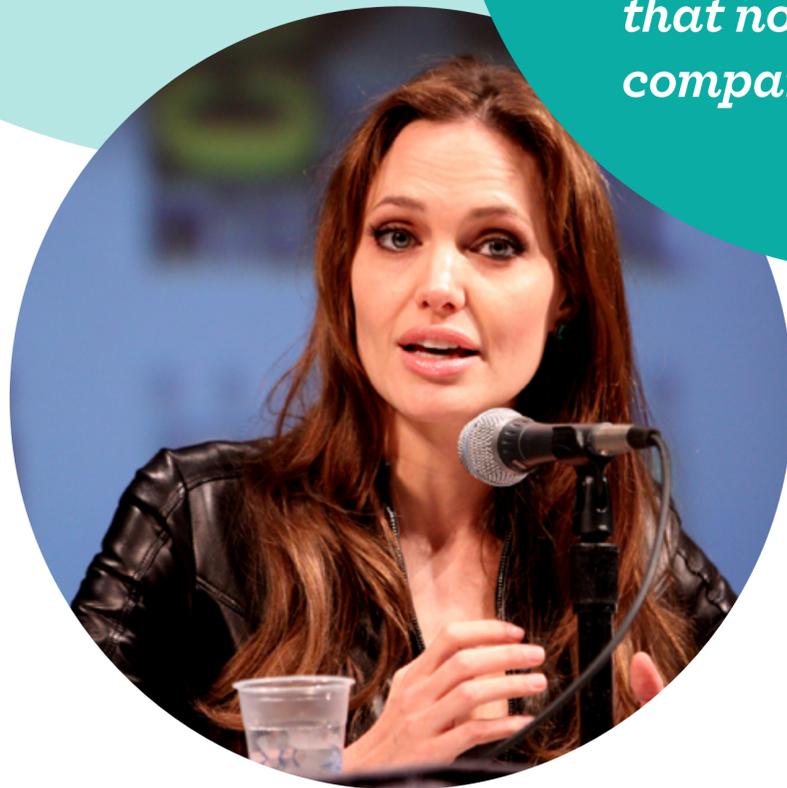
KEY VALUE: Generosity



Angelina Jolie

Angelina Jolie, symbolizes what it is to be a mother and philanthropist, yet carefully embraces her life as a person in this world. She is a mother of 7, a huge movie star, and generously donating her time to people all over the world.

“First and foremost comes my family. I have so much joy in raising my children and teaching them about the world that nothing really compares to that.”



Jo Cox

Jo Cox was a British Labour Party politician, a member of the parliament and and mother of two. Even within her short time in parliament, she did extraordinary work to protect the human rights of not only Syrian refugees, but also people inside Syria. Cox was moved to make this her fight because she couldn't imagine how vulnerable, terrified, and lonely it must have been for those people. Cox called for real action. On 16th June 2016 Cox was shot and stabbed by a terrorist, following a constituency meeting.



“Those children have been exposed to things no child should ever witness and I know I would risk life and limb to get my two precious babies out of that hellhole.”



“ *I don't think you ever stop giving. I really don't. I think it's an on-going process. And it's not just about being able to write a check. It's being able to touch somebody's life.* ”

- Oprah Winfrey



The future feminine MENTOR

The Mentor knows how to be happy and make our life meaningful and valuable. The Mentor gets spiritual ascendance over the individual through rich life experience and clarification of mind. The Mentor is easy to approach and invokes trust, affection, respect and guidance.

Traditionally the female Mentor archetype was the wise woman who gained her wisdom through life's experiences. She had to be old. She utilized her past experiences as a guide and inspiration to others.

The female Mentor of tomorrow takes up a collaborative approach. She understands that a good mentor needs to listen and adapt her personal wisdom to the rapidly changing environment of today. She stimulates collaboration and shares the credit. Age won't matter anymore, she could be any age, but her personal charisma makes her trustworthy.

DO Foster the art of collaboration rather than a top-down approach

TRAP Depicting collaboration as the result of lack of personality

DESIRE: Inspire, give substance, meaning & direction to life

KEY VALUE: Guidance

Michelle Obama

Michelle Obama is a lawyer, writer, and the First Lady of the United States. Throughout her term, she has empowered and become a role model for women around the world. Moreover, she founded a mentoring program that pairs disadvantaged teens with some of the most powerful women in the country, a mentoring program she designed “to open a secret door for others that hadn’t been opened for me”.



“As women, we must stand up for ourselves. We must stand up for each other. We must stand up for justice for all.”

Queen Rania of Jordan

Queen Rania Al-Abdullah of Jordan, is the Queen consort of Jordan. She has become known for her advocacy work related to education, health, community empowerment, youth, cross-cultural dialogue, and micro-finance. Queen Rania has also been particularly vocal about the importance of cross-cultural and interfaith dialogue to foster greater understanding, tolerance and acceptance across the world.



“I’ve always believed that when you educate a girl you empower a nation.”

“
*The young, free to act
on their initiative,
can lead their elders
in the direction
of the unknown...
The children, the young,
must ask the questions
that we would never
think to ask, but enough trust
must be re-established
so that the elders
will be permitted
to work with them
on the answers.*”

- Margaret Mead



The future feminine ANCHOR

The Anchor assures us and lets us face reality with more responsibility. The Anchor provides a point of reference in a demanding, hectic and overly speculative world. The Anchor paves a stable foundation, allowing us to return to our essence. We feel reconnected to the real, important things again.

Traditionally the female Anchor archetype was a stable yet static source of trust. She offered a safe haven through trusted rituals and routines. Her mere presence was enough for people to feel secure. Her mere being was enough for others to take responsibility.

The female Anchor of tomorrow is more than a stagnant safe house to turn to when we feel lost. She will be understanding and lenient. She'll offer a beacon of confidence through her firm and grounded, but never rigid, character. She allows people to see their own beauty.

DO

Reinforce the potential of building confidence rather than giving stability only

TRAP

Depicting confidence as arrogance

DESIRE: Be the rock upon which to hold

KEY VALUE: Solidity



Amal Clooney

Amal Clooney is a lawyer, human rights activist, and a philanthropist. Clooney's groundedness shines through her work, such as defending the rights of women in war zones, especially to End Sexual Violence, and representing Armenia in the European court in its case against Turkey for the denial of the Armenian Genocide. She inspires the world with her firm confidence, and solid principles, even during high stake situations.



“You don’t have to be a lawyer to show compassion. Everyone can play a role. Everyone knows someone who is in need. By being here and involved.”

Oprah Winfrey

Oprah Winfrey has been the backbone and guiding light to many people in society for decades. She has set the example of being grounded in life, not just financially but through living a whole existence enriching to one's soul and sharing it. She is often the grounded opinion and leader that people turn to for advice.



“You don’t become what you want, you become what you believe.”



“ Hold your head and your standards high even as people or circumstances try to pull you down. ”

- Tory Johnson



The future feminine SAGE

The Sage calls upon us to better ourselves before we better others. The Sage shows the way of discipline, encouraging us to be a little stricter with ourselves and a bit more honest and tolerant towards others. The Sage is measured, strong willed and functions with great inner strength.

Traditionally the female Sage is somewhat distant and rigid in her approach. With a strong conviction and personal morals she brings across HER way as THE way.

The female Sage of tomorrow allows more empathy towards others. She builds on existing qualities and injects these with ideas from her moral compass. The new female Sage involves others instead of (simply) educating them. She sees that an objective truth is unobtainable but that common subjectivity can be reached.

DO Foster collective wisdom rather than rigid morality

TRAP Making participation the only thing that counts

DESIRE: Understanding, fairness & rootedness

KEY VALUE: Integrity



Vandana Shiva

Vandana Shiva, a globally respected activist for the environment, treasures heritage of indigenous knowledge and local practices and advocates for grassroots involvement in her fight to protect the living ecosystems. Vandana Shiva is also working for a future where feminine values are given more space. In her day-to-day work, she always reminds herself and people around her that we are only humans living in this world, we don't carry the world, rather the world is carrying us.



“We are either going to have a future where women lead the way to make peace with the earth or we are not going to have a human future at all.”

Adele

Adele's lyrics have a strong universal character. She touches people because she empathizes and appears to be narrating our story through her lyrics. She writes songs mainly about love, because she knows how it feels to have her heart broken. She aspires to write songs that reflect something she believes in, something that people can personally relate to. Her songs convey the tragedy of modern relationships; and make our hearts ache with reminiscence.



“I like having my hair and face done, but I'm not going to lose weight because someone tells me to. I make music to be a musician, not to be on the cover of Playboy.”



“ Live so that when your children think of fairness, caring, and integrity, they think of you. ”

- H. Jackson Brown, Jr.



The future feminine EXPERT

The Expert owns the knowledge about something or everything after years of practice and studies. The Expert reassures us with experience and expertise through attention. We believe everything the Expert says. The source of the expert's knowledge is education and experience, in combination with dedication to the topic.

Traditionally the female Expert strives for ultimate perfection, by mastering a territory and cultivating it into excellence. It easily becomes an inward looking obsession, fueling the need to always stay on top, without the liberating freedom to let go.

The female Expert of tomorrow builds upon the confidence acquired over the years and combines this with trust in her instincts and intuition. She rises above the matter, or even chaos, and does not fear temporary loss of control. She will also share her knowledge with others.

DO Celebrate trust in intuition over mastering perfection

TRAP Making intuitive expertise look naive

DESIRE: Authority

KEY VALUE: Eminence



Lisa Randall

Lisa Randall's studies have made her one of the most cited and influential theoretical physicists of the past decade. Lisa does research on particle physics and cosmology at Harvard, where she is a professor of theoretical physics. She has received numerous awards and honors for her scientific endeavors. The famed cosmologist has published 2 books, both listed as New York Times 100 notable books.



“The best science frequently combines an awareness of broad and significant problems with focus on an apparently small issue or detail that someone very much wants to solve or understand. Sometimes these little problems or inconsistencies turn out to be the clues to big advances.”

Jane Goodall

Jane Goodall is a British primatologist, ethologist, anthropologist, and UN Messenger of Peace. Considered to be the world's foremost expert on chimpanzees, Goodall is best known for her 55-year study of social and family interactions of wild chimpanzees in Gombe Stream National Park, Tanzania. She is the founder of the Jane Goodall Institute and the Roots & Shoots program, and she has worked extensively on conservation and animal welfare issues.



“You cannot get through a single day without having an impact on the world around you. What you do makes a difference, and you have to decide what kind of difference you want to make.”



“*I didn't get there
by wishing for it
or hoping for it,
but by working for it.*”

- Estée Lauder



The future feminine CREATOR



The Creator is the seeker and guardian of aesthetic and artistic control. The Creator searches for immortality through the effort of creating something that has never been there before. The Creator plays and manipulates the surrounding world in order to establish something original, beautiful and/or interesting.

Traditionally the female Creator created to master life and gain control over those facets that seemed intangible. The female creator had a specific focus and tended to express within clearly defined female territories.

The female Creator of tomorrow is a renewed Renaissance Man that defies the male connotations around that concept.

Her creations are not about mastering life, but about celebrating and giving expression to life. Creation will not mean controlling life; but rather living something of ourselves in this world that all can benefit from.



DO Celebrate the desire to contribute over control



TRAP Perceiving creativity as only functional

DESIRE: Create something of enduring value

KEY VALUE: Uniqueness

Frida Kahlo

Frida Kahlo is one of the most imaginative and innovative female artists. Her art has the meaning of depicting the female forms through no compromises nor male distortions.

She had a singular personality, characterized by a deep sense of independence and rebellion against social and moral ordinary habits, moved by passion and sensuality. She is proud of her cultural tradition, everything mixed with a peculiar sense of humor.



“Feet, what do I need you for when I have wings to fly.”

Shakira

Shakira, is a Colombian singer, songwriter, dancer, record producer. She is always original and different. She progresses through her career, carefully choosing the right messages and taking time for herself and her family. Over the past two decades, Shakira’s Barefoot Foundation has helped build six new schools in Colombia, as well as funding one in Haiti and another in South Africa, to use art as a tool for growth.



“Fame isolates people from reality. That happens to many artists, and I don't want it to happen to me.”



**“*In order to be
irreplaceable
one must always
be different.*”**

- Coco Chanel



The future feminine SEDUCER

The Seducer is promising and attractive. The Seducer uses the power of attraction to allure others. The seducer enjoys convincing others by entangling their minds with exciting but ever unquenching pleasures.

Traditionally the female Seducer used seduction as the only tool to be valued and listened to, therefore restricting seduction to the sexual nuance only. This has somehow affirmed over time the one main quality women had to have: sex appeal. As a result women have used seduction to be accepted and given space, even when they deserved that space.

The Seducer of tomorrow will be more fair and brave not using seduction to win but always a free choice. Moreover, she will not translate female seduction solely into a sexual connotation; the Seducer of tomorrow will broaden the idea considering the power of seduction as a way to convince and move people in decision-making, debates and initiatives.

DO Celebrate seduction as a game and choice

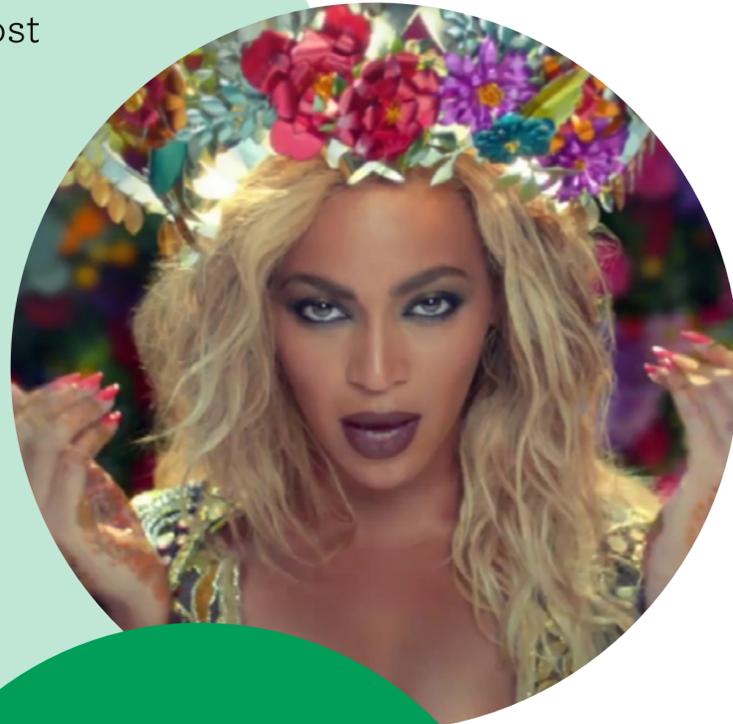
TRAP Depict seduction as ego-centric

DESIRE: Be compelling

KEY VALUE: Attraction

Beyoncé

Beyoncé Knowles, one of the most successful women in music, is a symbol of many qualities that empower women. By 2013 she had won 16 Grammy Awards. She exudes sexiness but is incredibly talented and so much more than her looks and sexual appeal. She is strong and enlightened, setting the bar for women all over the world.



“The most alluring thing a woman can have is confidence.”

Amandla Stenberg

Named after the Zulu/Xhosa word for power, Amandla Stenberg is a force to be reckoned with.

When she's not making music, Amandla is making noise on social media. Declared "one of the most incendiary voices of her generation", the social activist helped catapult the topic of cultural appropriation into public discourse when she posted her school project video, "Don't Cash Crop My Cornrows" on her Tumblr.



“End the 'angry black girl' narrative. It's just another attempt to undermine certain perspectives. I have strong opinions. I am not angry.”



“ I think that I would be ungrateful if I were upset because I'm seen as attractive or sexy. That's opened so many doors for me in my life. ”

- Sofia Vergara



The future feminine RULER

The Ruler is strong, strict and proud. The Ruler seeks an environment to dictate law and grant status. A Ruler puts procedures, policies and customs in place to make life more stable and predictable. A Ruler expresses power and authority in order to tame people with her superiority and lead them with a sense of reassurance.

Traditionally a female Ruler had to become “a man” to live up to this archetypical role. She had to embrace the power games and authoritarian leadership strategies to express power and command obedience.

The female Ruler of tomorrow, entering an era with more space for female values, rules via engagement. She invites her people on a path to build and improve on together. Female Rulers of the new era will ignite activation to participate.

DO Make the participation of others a matter of influence

TRAP Invalidating the power and charisma of leaders

DESIRE: Power and superiority

KEY VALUE: Leadership



Hillary Clinton

Hillary Clinton is an American politician and the first woman candidate for the United States 2016 Presidential election. She served as United States Secretary of State, United States Senator, First Lady of the US and First Lady of Arkansas for 12 years. She is a visionary leader who not only works for the people but also works with the people. She inspires all, especially the young women in this world looking to make their mark.



“Women standing up for each other is critically important.”

Michelle Bachelet Jeria

Michelle Bachelet Jeria is the current President of Chile. Elected for the second term Michelle is also the first female elected president of the country. She was appointed the first executive director of the newly created United Nations Entity for Gender Equality and the Empowerment of Women (UN Women). Michelle has received several awards and nominations for her efforts to reestablish democracy in Chile.



“People see I am a mother and head of a household. Today in Chile, one-third of households are run by women. They wake up, take the children to school, go to work. To them I am hope.”



**“ *A woman is like a tea bag
- you never know how
strong she is
until she gets in hot water.* ”**

- Eleanor Roosevelt



A final word

The world keeps evolving and there is still a lot to do to unlock women's shades of color. It is shaped by all of us and we can work together to create them. We also need to look further and include a perspective on how men and innate male values and qualities are evolving over time and contributing to a better balance.

So please don't be shy. Share this book, add your verse and all your ideas to build it further.

Thank you.

A Woman's Worth

She gave life. She is a wife.

She is a mother and she is a friend.
She is a sister a survivor to the end.

Appreciate her, we don't dare.
Ask her worries, we don't care.
Wipe away her tears, they are invisible as air.

She works cooks and clean.
She laughs, helps comfort, and hides her pain.
When you struggle she pulls you through

All this is she and what do we do?
Complain and create a mess.
Provide stress and leave her feeling depressed..
Push her away and ignore her advice.
Tell her she is nothing without thinking twice.

She was raped tortured and abused.
Told she was nothing and would always be used just for pleasure forget her pain.

She swallows her pride, put her feelings aside.
Does as you need in order for you to be free.
Ignores your ignorance and tolerates your flaws.

You call her Bitch, Slut, Hoe and Tramp.
She answers with pride dignity and a complete loss of self.
You call her nothing.
I call her Strong, Smart, Sensual, Caring, Giving, Surviving, Tolerant and powerful
I call her WOMAN!

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Published on October 2008

Source: www.familyfriendpoems.com

Hungry for more?

This book on future feminine identities might have made you hungry for more!
Here are some of our favorite sources on female representation, identity and activism.

- *Good Night Stories for Rebel Girls*, Elena Favilli and Francesca Cavallo
- *The Feminist Utopia Project: Fifty-Seven Visions of a Wildly Better Future*, Alexandra Brodsky, Rachel Kauder Nalebuff

If you enjoyed reading this book, check out our other tools and books:

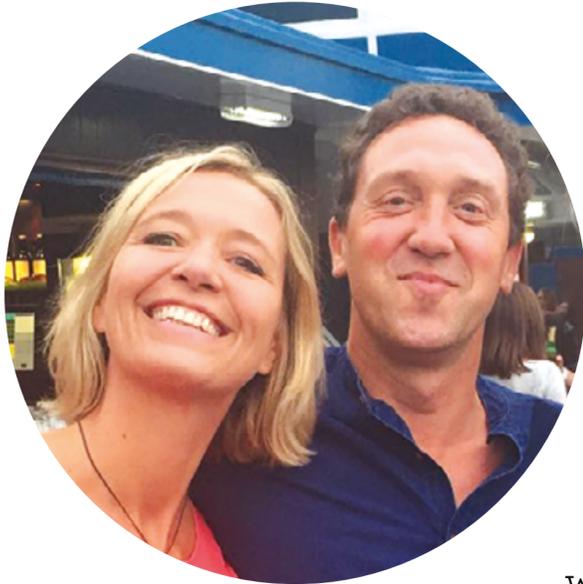
- *Creating Value People to People*, Christophe Fauconnier and Benoit Beaufls
- *Play the Tune innate to you*, Innate Motion Community
- *Activist Dare to Care*, Christophe Fauconnier and Marjolein Baghuis

And if you'd like to involve us in the development of your brand or business, let us know and we'll start a conversation about how we can best help.

www.innatemotion.com



About the authors



Femke van Loon is a cultural activist and brand strategist. She co-founded Innate Motion in 2006 and has since helped many brands to find human relevance and take up a cultural leadership role. She has a strong passion to speak her mind, to challenge the status quo and authority, and contribute to a better world for all of us. Femke is a big believer in imagining new ways forward, in broadening the

scope of possibilities that people see and setting the right examples to inspire especially the next generation.

Christophe Fauconnier is a psychologist who became fascinated with branding and marketing while growing up in South Africa. He saw Nelson Mandela turn people who feared him into strong allies for change. This fueled his lifelong purpose to open minds and bring down barriers between people. In 2006, he co-founded Innate Motion, leading the company by always focusing on humanizing business and the powerful idea that generosity pays.

Innate Motion is a unique marketing agency that helps companies craft purpose brands and shared value strategies. Our research journeys, workshops and teamwork bring people closer to people, to identify human relevance, to create a joint strategy and to progress into action.

Beyond the Powergirl is a piece of work that aims to contribute to the gender equality cause at large, imagining the many positive female identities, qualities and values that can be unlocked in the near future, when women will finally feel free to express and share their full capacities in society.

**Thank you to all the people
who have contributed to this book**

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Fernanda Trevisan

Fred Bracero

Freek Zegers

Gilda Zarate Chabluk

Jasmine Huang

Jeff Macdonald

Joyshree Reinelt

Kanchana Moodliar

Kyle Fraser

Mai Huan-Maury

Meggan Wood

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