

UNLEASHING YOUR INNER SUPERWOMAN

A HEARTFELT
INVITATION
TO WOMEN
READY TO RISE



EMMA FLECK PhD

To every woman who has doubted her powers:

This book is for you.

May you see yourself clearly,

Stand in your truth proudly, and

Unleash the Superwoman who has been within you all along.

And for my mum, the original Superwoman.

Some pages in this sample are not available.

Find the full book here: emmafleck.com/superwoman

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Contents

- 1 THE SUPERWOMAN ORIGIN STORY 1**
 - Why Superheroes?.....2
 - Unlocking My Own Superwoman5
 - Who This Book Is For7
- WORKBOOK FOR CHAPTER 1..... 8**
- 2 THE CHALLENGES AND CHOICES WE CARRY 12**
 - The Female Landscape..... 12
 - The Hidden Layer of Normative Barriers 14
 - The Power of Preference 14
 - Why I Wrote This Book 15
 - So, What Is Next?..... 16
 - An Invitation..... 17
- WORKBOOK FOR CHAPTER 2 18**
- 3 HOW TO LEVERAGE THE GROWTH MINDSET TO IDENTIFY YOUR INNER SUPERPOWERS 24**
 - Why Growth Mindset?..... 25
 - This Is Growth in Motion..... 26
 - The Superpower Within: A Structured Discovery 27

| | |
|---|-----------|
| The Four-Phase Growth Mindset Identification Process | 27 |
| Turn to the Work..... | 29 |
| WORKBOOK FOR CHAPTER 3 | 30 |
| 4 REFRAMING “FAILURE” AS YOUR “NOT YET” MOMENT..... | 39 |
| My Own “Failures” (And Why I’m Grateful for Them) | 40 |
| The “Not Yet” Theory..... | 41 |
| Moving from Failure to “Not Yet” | 42 |
| Reflection as Your Superpower..... | 43 |
| WORKBOOK FOR CHAPTER 4..... | 44 |
| 5 THE POWER TO BELIEVE: BUILDING SELF-EFFICACY TO UNLEASH THE SUPERWOMAN | 50 |
| Self-Efficacy Is the Engine of Personal Change | 50 |
| What Is Self-Efficacy? | 51 |
| How Self-Efficacy Connects to the Growth Mindset..... | 53 |
| Reflective Cycle: Turning Experience into Evidence | 53 |
| The Six Stages of Gibbs’s Reflective Cycle | 54 |
| Putting This into Practice | 55 |
| Scenario 1 (Work): | 55 |
| Scenario 2 (Personal): | 56 |
| Why This Model Matters for Women | 57 |
| Trust What You’ve Lived | 57 |
| WORKBOOK FOR CHAPTER 5..... | 58 |
| 6 LEADING FROM WITHIN..... | 68 |

What Is the Theory? 68

The Model for Responsible Leadership..... 69

 1. Self-Awareness: Knowing Your Values, Navigating Complexity 71

 2. Responsible Orientation: Aligning Purpose with Action 71

 3. Relational Intelligence: Leading Through Connection 72

 4. Sustainability-Oriented Leadership: Building Beyond Yourself 73

Leading Responsibly Is Leading Authentically 73

WORKBOOK FOR CHAPTER 675

7 TELLING YOUR STORY 83

 Rewriting the Narrative..... 84

 A Framework for Storytelling: A Mechanism to Reclaim Your Voice ... 84

 Stage 1: Grounding the Story in Shared Values and Roles 85

 Stage 2: Constructing and Sharing the Story..... 86

 Choosing the Right Medium 86

 Stage 3: Completing the Narrative..... 86

WORKBOOK FOR CHAPTER 7 88

8 UNLEASHING YOUR INNER SUPERWOMAN 94

 What’s Next? 96

 Final Thoughts..... 97

ABOUT THE AUTHOR 98

1

The Superwoman Origin Story

I am a social scientist, a researcher, a professor, a woman, and a mum. For years, I have dedicated my career to studying entrepreneurial behavior, with a focus on the lives and experiences of women.

I have interviewed hundreds of women who are entrepreneurs, leaders, and changemakers, trying to understand their success strategies by examining their personal journeys.

As an academic, I am fascinated not simply by their stories of success, but by the deep and personal struggles beneath them.

As a researcher, I have learned about the institutional and societal barriers that hindered or blocked their growth.

As a woman, I have identified with the challenges they faced in male-dominated industries and the impossible choices they had to make to balance ambition, identity, family, and personal well-being.

At the heart of these investigations and research was a desire to understand what makes some women thrive despite it all and what behaviors, mindsets, and tools help them not only survive but succeed.

After years of listening and writing about these behaviors in an academic way, I started to think about bringing these lessons into the classroom. I pondered how I could translate this behavioral knowledge to teach my students the skillsets, confidence, and resilience they need to succeed, not just in entrepreneurship, but in life.

I then started to publish in this field, supporting and teaching other educators how to instill these skills in their entrepreneurial classrooms. Finally, in an unexpected twist to my own personal life, I turned these lessons onto myself. During a period of enormous personal disruption, including divorce and a restructuring of my entire life, I stood in front of my students and started to ask myself, could I use the very tools I had been teaching to help myself grow?

As I undertook my own journey, I experienced profound transformation and came to realize that the lessons I had learned as a researcher and the techniques I had developed for my students could be used in any phase of life and in many other situations.

As such, I write this book in the hope that it will also act as a guide and support you in your own transformational journey.

Why Superheroes?

As a mother of boys, I spent many years immersed in what we coined “Superhero Saturdays.” Developing and growing a career in academia meant long days in the classroom, meeting students, researching, and writing papers. But when the weekend arrived, I was determined that playing, leaping across sofas, inventing stories and characters while donning capes, and avoiding the floor (that was obviously lava!) would be my priority.

During these moments, I was captivated by the creativity of my young sons and what emerged from their understanding and perception of a superhero.

I realized that the most important superhero stories were not those on the big screen. They were in my own living room, my classrooms, my research, the office, the kitchen table, and within the women and families I interacted with.

They were in the quiet, private moments where women would choose to step into their own agency. As I researched the lives of women, I began to make connections between women and the inner Superwoman living dormant within them.

Who This Book Is For

This book is for every woman who feels stalled or stuck in her life.

For the woman wondering, “*Is this all there is?*”

For the woman navigating crisis, whether professional or personal.

For the woman who struggles with impostor syndrome, doubting her worth despite the evidence presented to her and despite all she has built.

For the woman who was told that she should want it all, have it all, and be it all and is now ready to rewrite that story and discover that the Superwoman within her doesn't have to be something that the media portrays a woman to be—the inner Superwoman is simply you, waiting to be seen and heard.

This book and its accompanying workbook pages are a blueprint for you. Together, they are an invitation to revisit, remember, grow, and thrive in whatever chapter of life you may find yourself.

Some of you will set clear intentions as you open the first workbook chapter. Others will arrive at transformation by the final page. And for some, it will happen weeks or months after finishing it, when you have time to reflect on the journey.

My goal is not to dictate what your life *should* look like. Only you can decide that.

My goal is to help you learn from the life you are already living and unlock the extraordinary Superwoman within it.

Engaging Beyond the Book

As you embark on this journey, I'd also like to invite you to join me on my website where you'll find accompanying interviews and case studies, digital versions of all the workbooks, and more - so you can explore and engage more deeply:

www.emmafleck.com/superwoman

Workbook for Chapter 1

This is your starting point. Your invitation to pause, reflect, and reconnect with yourself and to explore your Superwoman origin story.



1. Where Your Story Begins

Starting with your roots, take some time to reflect on the environment, people, or experiences that have shaped your identity and worldview.

Where are you from? Tell your backstory.

Who were the women around you growing up? What did they teach you about being a woman in your own context/society?

2. The Gap Between Who You Are and How You See Yourself

So many women experience impostor syndrome, in which you doubt your accomplishments and abilities despite having evidence to the contrary.

Where in your life do you feel like you still have something to prove?

What stories do you tell yourself that keep you from owning your own success (professionally or personally)?

What would a compassionate, honest friend say about your abilities and worth?

3. Your Superwoman Story

Now that you have read my Superwoman moment (on a plane with my sons), tell me your story.

Write a short version of your Superwoman moment—perhaps a time when you felt pushed to the edge but revealed a strength you did not know you had.

4. Looking Ahead: Your Intentions for This Journey with Me

This book is your guide. I am here to hold your hand on this journey, but you are the one writing the story from here. On that basis:

What is one thing in your life that you want to move forward with as you go through this process? (E.g., work, relationship, parenting.)

What elements are you ready to release to take this journey? (E.g., a belief, a role, a pressure, a version of yourself that no longer fits. Maybe you are just willing to give yourself thirty minutes every few days to read and reflect with me.)

Complete the sentence: By the end of this journey, I want to feel more . . .

Final Thoughts

You don't need to become anyone else.

You are not broken.

You are becoming.

The Superwoman is already within you and together we are going to reveal it!

About the Author

Dr. Emma Fleck is an internationally recognized educator, author, speaker, and academic leader with a deep commitment to entrepreneurship education and experiential learning. Originally from Northern Ireland, she holds a PhD in Marketing and Entrepreneurship from Ulster University, where her research explored the growth of female entrepreneurial firms in Ireland.

Dr. Fleck currently serves as Chair of the Department of Management and Marketing and Professor of Entrepreneurship and Marketing at Susquehanna University's Sigmund Weis School of Business. She recently served as Interim Dean of the School and is a member of Susquehanna University's Board of Trustees. She also holds leadership roles on the boards of the Charles B. Degenstein Foundation and the United States Association for Small Business and Entrepreneurship (USASBE).

With a career spanning the U.S. and the U.K., Dr. Fleck brings a global and interdisciplinary perspective to her teaching and research. She has authored over 25 peer-reviewed publications on topics including entrepreneurial identity, crisis leadership, and creativity in education. Her work has been recognized with numerous awards for teaching, advising, and research excellence.

She is also a passionate mentor and program builder, having developed entrepreneurship curricula, led national student competitions, and championed initiatives such as the Women's Leadership Symposium. Dr. Fleck is a frequent keynote speaker and media commentator on entrepreneurship, innovation, and women in business. She believes in the power of storytelling, community, and education to transform lives and strives to help students and professionals alike uncover their unique entrepreneurial superpowers.