

State of the Movement: KEY HIGHLIGHTS

One Movement. Multiple Generations. Limitless Impact.



THE MOVEMENT

The Courageous Growth Mindset (CGM) Movement is a national leadership model developing resilient, resourceful, and future-ready leaders across generations. Through storytelling, leadership development, and strategic partnerships, individuals are equipped to navigate adversity, maximize opportunity, and finish what they start.



THE HEARTBEAT

At the center of the movement is the **CGM Student Ambassador Network**—a national cohort of student leaders growing in identity, advocating for access, and mentoring others.

Leaders developing leaders.



THE ENTRY POINT

The movement began with a single story—**Candy Girl Mentality**—which continues to serve as the gateway for connection, reflection, and growth.

The book is not the destination—it is the gateway to opportunity.



NATIONAL IMPACT

5,000+ books in circulation.

Students reached on **89** college and university campuses across **28 states + Washington, D.C.**

A growing network of student leaders nationwide.



HOW IMPACT SCALES

Book + Strategic Partners + Student Pipeline = Impact

A simple but powerful model that moves the work from individual transformation to collective impact.



WHAT COMES NEXT

The next phase of the movement focuses on building momentum and expanding reach—developing a new generation of leaders equipped to lead, mentor, and multiply impact across communities.



YOUR ROLE

Everyone has a role in the movement.

The question is—what's yours?



Scan the code to share your interest and take the next step.

Our team will follow up with next steps aligned to your engagement.

