

The Empowerment Institute for Michigan (TEIFM)

Empowerment Through Fashion: Winning From the Inside Out

A Six-Week Transformational Leadership Experience

September 29 – November 3, 2026

Tuesdays

Faith-Based Cohort: 4:00–6:00 PM

Values-Based Cohort: 10:00 AM–12:00 PM

Welcome Letter from Dr. Tonya C. Bailey

Dear Participant,

Welcome to Empowerment Through Fashion: Winning From the Inside Out.

I am honored that you have chosen to invest in yourself and join this transformational journey. Whether you are here to rebuild your confidence, discover your personal style, strengthen your leadership presence, or reconnect with who you are, know that you belong here.

Before we begin talking about fashion, I want to ask one important question:

Who are you before you get dressed?

That question is at the heart of this experience.

At The Empowerment Institute for Michigan, we believe that before we dress our bodies, we must first clothe our character. Confidence is cultivated from within—through identity, purpose, resilience, integrity, and authentic leadership.

Over the next six weeks, you will explore identity, emotional wellness, confidence, executive presence, personal branding, and style alongside an outstanding team of facilitators. My hope is that you leave with more than a refreshed wardrobe. I hope you leave with greater clarity, renewed confidence, practical leadership tools, and the courage to show up fully as the person you are called to become.

Our Confidence Reveal Showcase is not simply a fashion event—it is a celebration of transformation.

Thank you for trusting us with your growth. I look forward to walking alongside you as together we learn what it truly means to win from the inside out.

With gratitude,

Dr. Tonya C. Bailey, Ph.D., CDE
President, The Empowerment Institute for Michigan (TEIFM)

Program Philosophy

"Who are you before you get dressed?"

Before we dress our bodies, we must first clothe our character. Fashion becomes the visible expression of identity, purpose, leadership, and confidence.

Course Description

Empowerment Through Fashion: Winning From the Inside Out is TEIFM's signature six-week leadership and personal development experience that integrates emotional wellness, identity development, executive presence, personal branding, authentic style, and confidence-building to help participants lead from the inside out.

Learning Outcomes

- Discover authentic identity and personal values.
- Strengthen emotional wellness and resilience.
- Build confidence rooted in character.
- Develop leadership presence and executive confidence.
- Align external image with internal purpose.
- Create a personal brand and confidence action plan.

Leadership & Facilitation Team

Facilitator	Role	Area of Focus
Dr. Tonya Bailey	TEIFM President & Co-Owner, BeBe's Boutique	Leadership Development, Executive Presence, Purpose Activation
Simone Gaines	Youth Educator & Co-Owner, BeBe's Boutique	Youth Engagement, Fashion Leadership, Identity Development
LaTonya Demps, LCSW	Wellness & Mental Health Lead	Emotional Wellness, Inner Foundation, Resilience

Coach Lisa Campbell	Confidence Coach	Confidence Building, Presence, Self-Esteem Development
Faith Fisher	Founder, Faith Fisher Cosmetics	Beauty, Professional Image, Personal Presentation
Guest Boutique Owners & Industry Professionals	Guest Facilitators	Fashion, Styling, Entrepreneurship & Branding

Six-Week Curriculum Overview

Week 1 – Identity: Who Am I Before I Get Dressed?

Lead Facilitators: LaTonya Demps + Simone Gaines

Topics: Identity, self-worth, emotional safety, personal narrative, values.

Interactive Activity: My Story So Far Reflection

Learning Outcome: Participants begin building confidence from within.

Week 2 – Winning From the Inside

Lead Facilitators: LaTonya Demps + Coach Lisa

Topics: Mindset, resilience, limiting beliefs, confidence.

Interactive Activity: Confidence Audit & Reframing

Learning Outcome: Strengthen emotional wellness and confidence.

Week 3 – The Inner Wardrobe

Lead Facilitators: Dr. Tonya Bailey + Simone Gaines + Coach Lisa

Topics: Character, integrity, discipline, excellence, joy.

Interactive Activity: Inner Wardrobe Inventory

Learning Outcome: Identify internal barriers and strengths.

Week 4 – The Signature Look

Lead Facilitators: BeBe's Boutique Team + Faith Fisher + Guests

Topics: Personal style, beauty, branding, professional image.

Interactive Activity: Dress for Your Future Role

Learning Outcome: Align image with purpose.

Week 5 – Confidence in Action

Lead Facilitators: Dr. Tonya Bailey + Coach Lisa

Topics: Leadership presence, body language, visibility.

Interactive Activity: Leadership Simulation & Confidence Walk

Learning Outcome: Strengthen leadership confidence.

Week 6 – Confidence Reveal Showcase

Lead Facilitators: All Facilitators

Topics: Runway, leadership presentation, celebration.

Interactive Activity: Lansing Airport Showcase

Learning Outcome: Participants leave visible, aligned, and activated.

Cohort Experience Options

- Faith-Based Track (4–6 PM): Rooted in faith, purpose, spiritual growth, confidence, and character.
- Values-Based Track (10 AM–12 PM): Leadership, integrity, wellness, emotional growth, and personal development.

Course Requirements

- Attend all sessions.
- Complete weekly reflections.
- Participate in discussions and activities.
- Submit Confidence Action Plan.
- Participate in the Confidence Reveal Showcase.

Grading Structure

Assessment	Weight
Weekly Reflection Journals	20%
Discussion Participation	15%
Interactive Activities & Leadership Exercises	20%
Confidence Action Plan	15%
Personal Brand & Signature Style Project	15%
Confidence Reveal Showcase & Final Reflection	15%

Certificate Requirement: Participants must earn a minimum score of 80% and successfully complete all program requirements to receive the TEIFM Certificate in Empowerment Through Fashion: Winning From the Inside Out.

Signature Program Message

- "Who are you before you get dressed?"
- "Before we dress our bodies, we must first clothe our character."
- "Confidence isn't something you put on. It is something you grow into."