

THE MOMATHON RESET:

The 5-Phase System for Women Leader who want to
create more impact... without overworking.



CHRISTINA GARRETT

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Welcome to the Momathon Movement - the community for women leaders who are called to change the world.

And while there are many spaces that empower women to build their own table or create something amazing to contribute to the world, this simple guide is an invitation to thinking bigger so you can grow your movement with less stress and overwhelm!

If you're new here, I'm Christina Garrett, a productivity coach, international speaker, pastor's wife and homeschooling mom of five amazing kids, ages 7-17!

And for the last decade, I have advocated for women to find their own definition of productivity, reconstruct what balance looks like for each season of life, and support them with making their goals a reality!

I'm not new to this; I'm true to this!

With all of these roles intermingling together, I can identify with being a busy woman on the go who has a family to care for, a home to keep up with, and a vision to achieve on the timeline I've determined. As we lay down at night and finish each day, we must come to the realization that time is a gift that does not multiply; instead we have to make our hours and our capacity work for us, not against us.

This simple guide is to help you simplify your intentions for this year, and shed some light on areas that need intentional work. Having supported over 1000 women who lead around the world, I have seen this interesting pattern develop: many of us are only excited about the idea of changing the world, but the implementation, the execution, the actual carrying out of the work?

That's another story.

In our current society, many of us are hinging our progress on the feeling of being motivated: the thrill of getting started, the excitement of starting a new project, the fast heartbeat that comes with accomplishing a new goal.

However, I'd like to leave this idea with you today: that we often lose steam when it's time to follow through. We embrace the feelings of passion, but the roller coaster ride that comes after it often throws us off our game. Motivation is the start of building a movement, but it's only the first phase. It takes more than passion to change the world. We will also need for you to use your skills, gifts and talents.

This is the path of self discovery.

And as we go on this journey together and uncover our purpose, we get to add a few new factors into the intersection of passion and implementation.

What does it take to revolutionize your big idea, something that is gonna leave an impact long after you're gone and change the lives of those in your family, your community and your sphere of influence?

What does it take to build something bigger than you?

What does it take to reset your mind and build a movement?



STEP 1: WHAT'S YOUR PASSION?

For many of us, we have been in a season of movement for so long. We have forgotten what it's like to be still.

I want you to take a breath here.

Let your body relax.

Remember that where you are in this moment is exactly where you are supposed to be.

Now I want you to think about your life as it is right now.

Your relationships, your children, the work you do that light you up, and who you want to be.

Here are some questions to guide your stillness:

- What are you genuinely passionate about right now?
- What topic lights you up to the point that you could talk about it all day long?
- When was the last time you did an activity that made you lose track of time?
- What was that activity? Are you making time to do it more often?
- What idea or activity causes you to be fully immersed, focused, and energized?
- What problems are you deeply invested in solving?
- And if you had unlimited time, space, or support, what would you be doing?

These questions are the start of your reset.

STEP 2: HAVE YOU REDEFINED PRODUCTIVITY?

As a productivity coach, I have had women come to discovery calls and tell me that they're actually unsure about amplifying their work. They've told me that they don't actually want to be more productive; they want to do less.

Now, depending on the type of visionary you are, you may love a finally tuned vision board, buying new planners at the start of the year, and having all the best apps on your laptop to keep you perfectly aligned with your schedule. However, what truly moves you forward isn't mistaking what productivity is; It's having a tangible plan that strategically places your impactful goals at the forefront instead of using your hours for things that don't really matter.

Now, when Webster defines productivity, it relates to our ability to produce or generate significant results in relation to how much output we create, how abundant we are, and how effective we are at producing the desired outcome. Redefining productivity means we have discovered our own ability to bring our vision to life, and to get things done effectively - with the resources that we currently have available.

At this moment, my oldest son is about to turn 18. And having been his mom for the last 18 years, I realize that hours no longer compute the way they used to! This idea, this inkling that I was in a time warp doubled down when he was 18 months old, when I found out we were expecting twins!

Becoming a mom of three children, age 2 and under, not only wreaked havoc on the hours I thought I had available, but it also challenged my mental health and stamina in ways I couldn't have foreseen.

But this challenging time was actually the start of building the Momathon Movement.

Now, as a mom of five amazing children, I realize our productivity isn't centered around output at a revolutionary level. It's how much of your mission was accomplished that day, while being mindful, intentional, and taking care of yourself too. You learn to focus on the goals that matter the most to your family, to your work, and to your community. And you learned to get out of your feelings and work on the actions that build the bottom line.

So let's answer a few questions now:

- What is the one task that, if completed, would make the biggest difference in my success?
- If I could only do one thing on my list today to move myself forward, which one would it be?
- What is the most valuable use of my time right now, not later, not someday, but right now?
- And what does my family need from me today so that they feel loved, heard, valued, and appreciated?

When you plan ahead, you're able to reduce the amount of overwhelm or decision fatigue that you experienced because you're moving with clarity and you know exactly what matters the most.

You also give your nervous system an opportunity to reset because you're taking yourself out of urgency and implementing Proactively, not reactively.

STEP 3: ARE YOU USING YOUR POWERFUL POSITIONING?

Now that we're excited about an area of focus that gives us chills, and now that we are using our hours as our secret weapon, it's time for you to step up and build your own table, sis.

It's time for you to step into thought leadership.

The Momathon definition for thought leadership is called powerful positioning: the moment where you clearly articulate what you believe, why it matters, and who it's supposed to support, so the right people can recognize you as the voice they've been waiting for.

At the cornerstone of this principle is realizing it's more than just sharing information, finding clarity, or even being louder than everyone else.

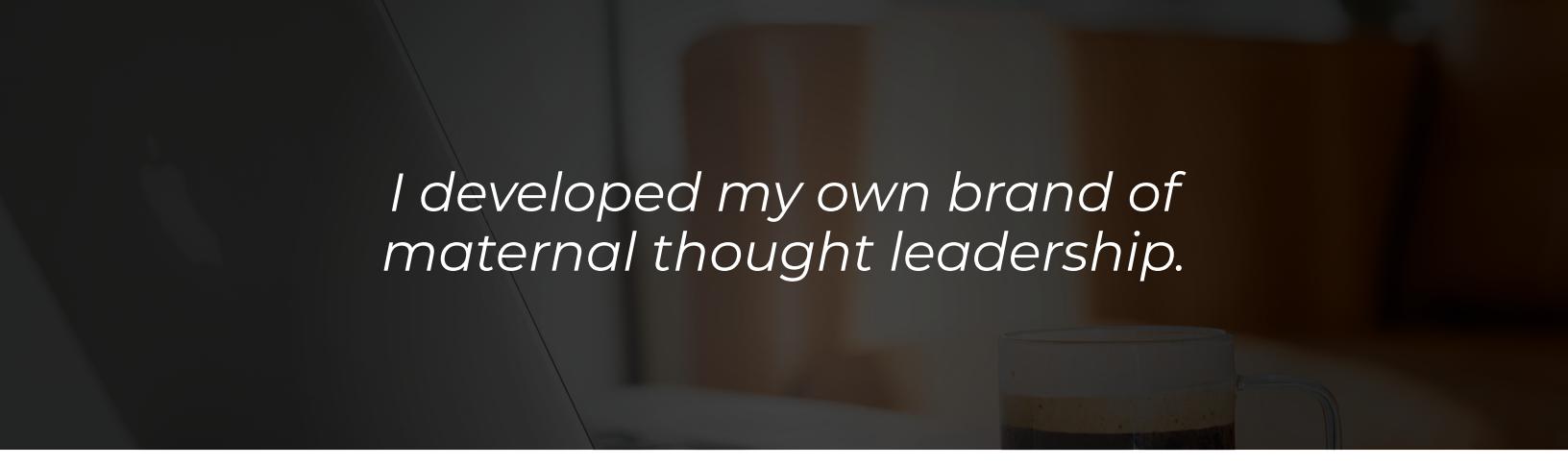
At the core, thought leadership means that you're shaping the perspective of the world, and helping people to see familiar problems that they see every day in a brand new way. Powerful positioning and thought leadership are about ownership of your ideas and sharing them in a revolutionary format.

Here's an example: Becoming a mom made me reexamine how I spent my time, but it also made me wonder if there were more women in the world who were like me! Were there other sisters who were trying to figure out how to do it all and how to equip others as they did it?

Now, if you rewind back several years ago, you'll remember a time when we weren't always talking about maternal health, therapy, or self-care. Work life balance? Raising a family while you led in the C-Suite? Not a topic of discussion and definitely not a problem that someone was hired to solve.

And so I started to create conversation around the journey of self-discovery becoming a mom, and how it's okay for you to love your family, love your life, love your work, but maybe you don't like it every day. There were some days where my kids were crying in surround sound, and I was gonna vote myself off the island!

However, as I worked through my own challenges, the world started to take notice. I told stories in an authentic way, and it seemed like mothers from around the world were looking for someone to say what had not yet been said.



I developed my own brand of maternal thought leadership.

Telling your lived experience and using your voice is about the ability to call out what other people might feel, but maybe they don't have the words for it just yet. You may come alongside to challenge the thoughts that we have commonly accepted so that we can problem solve and empower others. Powerful positioning says: I'm here. And yes, I can help.

So let's get into these questions:

- What are 3-5 Core messages that I want to be known for?
- What unexpected road blocks did you have to develop tenacity and resilience to overcome?
- What have you been committed to unlearning so you could grow?
- And what life transition changed how you lead, build, or create?

Let's also go further to examine these questions:

Where are the gaps in your industry that others are asking questions about and you can solve?

Do you have a slightly contrary point of view, where you've experienced something different and you know how to communicate that unconventional wisdom for those that you serve?

What problems can you solve better than almost anyone else?

Thought leadership isn't about saying you're the only person who can solve the problem. It's about amplifying your voice, so the right opportunities, people, and moments can find you.

STEP 4 & 5: ARE YOU BUILDING PARTNERSHIPS + AN IMPACTFUL BRAND?

Now we get to the natural elevation of bringing all the moving pieces together. Once you're clear on what you are passionate about and what you stand for... Once your voice message and positioning are anchored, your next phase is realizing that it takes two to tango.

We must shift how we create initiatives that build impact and support our communities in a way that other people can collaborate with.

The truth is: bold ideas really do catch like fire. However, in order for the fire to spread, you will need other people who value and validate those ideas and envision more people who need to be impacted by the solution you provide. And so, in addition to passion, productivity, and powerful positioning as a leader, you need to add partnerships and fabulous proposals to this work - Communicating how your work shifts communities in practical, strategic, and tangible ways.

Now, here is where many of my brilliant clients get stuck.

We know exactly what we want.

We are excited about new opportunities, visibility, and getting the YES we've been praying for.

However, creating community impact and building strategic partnerships are not about your goals. They're actually about your partner's goals.

Many leaders are walking hungrily around saying, "Here's what I do! Hire me! Book me! Sponsor me!"

Instead, the narrative needs to shift to: "Here's how my work and experience can support the challenge you're experiencing."

The solution should be anchored to your zone of genius, how synergistic it is to their mission, and how the collaboration is going to create the ideal outcome for everyone involved.

Your job isn't to move someone away from the table so you can have a seat; it's about bringing something so amazing, so aligned, that the table expands to fit your area of expertise.

People need to know:

- In what ways are you spreading this amazing idea?
- Who should join in?
- Why should they share, support, or sponsor this idea?
- And are you committed, as the facilitator, to walking all the way to the finish line no matter what?

The world is looking for this commitment before they opt in as a collaborator. They want to see your past receipts, experience, and intentional brand building as evidence that you are committed to this work.

When you find Momathon, and yes, even this short book, you see a woman who has more than a decade of history advocating for women, empowering mothers, and speaking on international stages. If you google me, you will find my contributions in Essence Magazine, Forbes, Fox News, CNN, Red Table Talk, Yahoo!, Parents Magazine, and many many more.

Any potential partner or collaborator will know that I am committed to supporting women who lead because it's literally all I do.

Can you show your commitment to your work in the same way? This intertwines your thought leadership, working together with new partners, and yes, having an impactful brand.

This intentionality, messaging and momentum creates impact that touches the lives of many.

IN CLOSING

As I close, I recognize that we've covered a lot - Finding your passion, using your hours as a secret weapon, stepping into the light as a thought leader, and preparing your big ideas for expansion. These questions aren't meant to lightly be skipped over; instead they're meant to be worked through.

The goal is for you to answer the questions honestly, without overthinking, and without worrying about what the answer is supposed to be. It's not about the woman that you used to be; it's about the woman that you are becoming.

Remember, true growth comes from space to reflect, and then making a simple decision that you're going to work on one of these, depending on where you are in your own, unique timeline.

Life is a journey. And we are all looking for how to uncover new priorities and possibilities that are going to change our lives. Sit with any challenging emotions that come up for you as you read, knowing that these insights lead you to a more aligned way of leadership and showing up consistently. I want to remind you finally that you don't have to shrink your vision to fit it into this current season of your life.

You truly can live fully now and build your next phase.

Finally, if you're ready to take the next step, I invite you to book a discovery call with me. It's an opportunity to streamline your ideas, any challenges in the way, and your unique way to create a movement.

No judgement about your family life.

No pressure to operate in hustle or hyperspeed.

Just you taking your goals seriously and creating a life that supports them.

Let's do the work together.

A handwritten signature in black ink that reads "Christina". The signature is fluid and cursive, with a large, elegant "C" at the beginning.

