



UNDERSTANDING SELF-WORTH



Dawna Daigneault, EdS, LPC, CCTP, is the lead author of *Understanding Self-Worth: A Guide to Worth-Conscious Theory and Psychotherapeutic Practice* and the architect of **Worth-Conscious Theory**, an innovative framework designed to help psychotherapists recognize and address a pattern of denied self-worth. As a writer, speaker, and professional counselor, Dawna specializes in self-worth challenges that can complicate trauma.

Over a decade ago, she recognized a critical need to address this psychological pain point and developed Worth-Conscious Theory to support her clients. She saw the benefit to clients when congruency between self-worth and personal truth served as a means of healing from family requirements that separate the two identity-forming concepts. She wanted

to share this model with psychotherapists who appreciate creating a space and fostering a process that affirms self-worth.

With two postgraduate degrees from the University of Missouri-Kansas City and certification in trauma-informed care, Dawna is a member of the American Counseling Association and a recipient of a Counselor's Choice Award. She founded Zest of Life, LLC, a private counseling practice specializing in self-worth-centered therapy, and developed the So Worthy app and UnderstandingSelf-Worth.com, which provide additional resources for individuals and therapists. When she's not writing or working with clients, Dawna enjoys baking, watching movies, and spending quiet evenings with her husband. She resides in Kansas City, MO.

EXPERT INTERVIEW TOPICS:

- Identifying the level of Denied Self-Worth in Therapy
- The Role of Worth-Consciousness in Well-being
- How Therapists Can Honor Birthright Self-Worth
- Mapping injunctions involved in Conditional Self-Worth
- The Difference between Conditional and Birthright Self-Worth
- Trauma History, Self-Worth, and Therapeutic Interventions

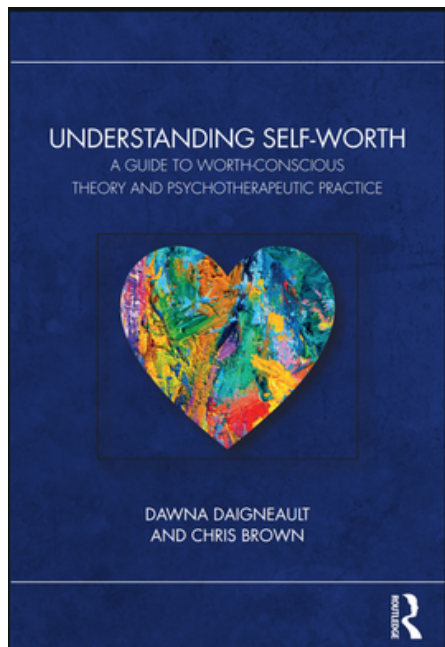
FEATURED IN:

- Presenter at TLAN's The Power of Words 2025 Annual Conference
- *Sage Journals*
- *Canvas Rebel Magazine*
- *Kansas City Pitch Magazine*
- *Kansas City Mental Health*
- *Kansas City Star*
- *In Kansas City*



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A GUIDE TO WORTH-CONSCIOUS THEORY AND PSYCHOTHERAPEUTIC PRACTICE



Understanding Self-Worth: A Guide to Worth-Conscious Theory and Psychotherapeutic Practice is for psychotherapists confounded by the struggle of working with clients who present with a pervasive pattern of denied self-worth, which causes a specific type of psychache (i.e., unbearable suffering). When self-worth is experienced as conditional or denied altogether, a "lost-worth" story may result—that story can keep them from acknowledging their worth. The denial may include generational abusive and/or intrusive injunctions that contradict their lived truth. Additional aspects of a lost-worth story include competing values within the client's systems (e.g., family, community) that conflict with their inherent values. The psychotherapist will learn to attend to the degree of trauma experienced when the client's self-

worth is separated from their individual truth. Moreover, where there is worth-based psychological pain, the psychotherapist will learn models for helping the client to gently and honestly reestablish a worthy and true sense of self while consciously guiding them toward the recovery of their self-worth as a birthright.

Co-Authors: Dawna Daigneault EdS and Chris Brown PhD

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Media Review Requests Forms available at www.understandingself-worth.com/book

PROMOTING WELL-BEING WITH WORTH-CONSCIOUS THEORY

Any level of denied self-worth is a hidden driver of psychological suffering—Understanding Self-Worth introduces Worth-Conscious Theory, a framework that helps therapists recognize, treat, and guide clients toward reclaiming self-worth as a birthright.