

every
woman

Tackling the imposter phenomenon: A two-pronged approach.



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everywoman expert



A woman with long dark hair, wearing a white button-down shirt, stands in a room. She is holding two circular cutouts of her own face. The one on her left is smiling, while the one on her right is frowning with a furrowed brow. The background is a softly lit room with a bed and a desk.

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Tackling the imposter phenomenon: A two-pronged approach.

Taking a two-pronged approach.

What triggers the imposter phenomenon?

What approaches can you take to tackle it?



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“Chronic feelings of inadequacy, fraudulence and incompetence despite objective success. It’s hard to internalise success and genuinely hold the belief that you are capable and competent.”

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Audrey Irvin - Psychologist

- It’s a tendency to have, rather than a ‘type’ of person.
- It affects those who have been and are successful.
- 70% of people will experience it at some point in their lives (Journal of Behavioural Science).
- Both men and women experience it (Professor Helena Gonzalez-Gomaz - NEOMA Business School).

Imposter Phenomenon: A two-pronged approach.

Creating an inclusive
environment in which
individuals can thrive.

Having strategies to
manage it individually.



Imposter Phenomenon: Triggers and why they matter.



Different types of Imposter Phenomenon:

Perfectionist

Expert

Natural
genius

Super heroine

Soloist





Poll One:

Which types of imposter phenomenon have you experienced if any (select as many as apply)

- A - Perfectionist - never satisfied and always feel that your work could be better. Fixate on flaws.
- B - Super heroine - push self to work as hard as possible. Focus is on always doing more.
- C - Expert - never satisfied with what you know and the assets you have.
- D - Natural Genius - set lofty goals for yourself and then feel crushed when they don't succeed the first time.
- E - Soloist - self-worth stems from own productivity. Doesn't seek or reject help or input from others - seen as a sign of weakness.

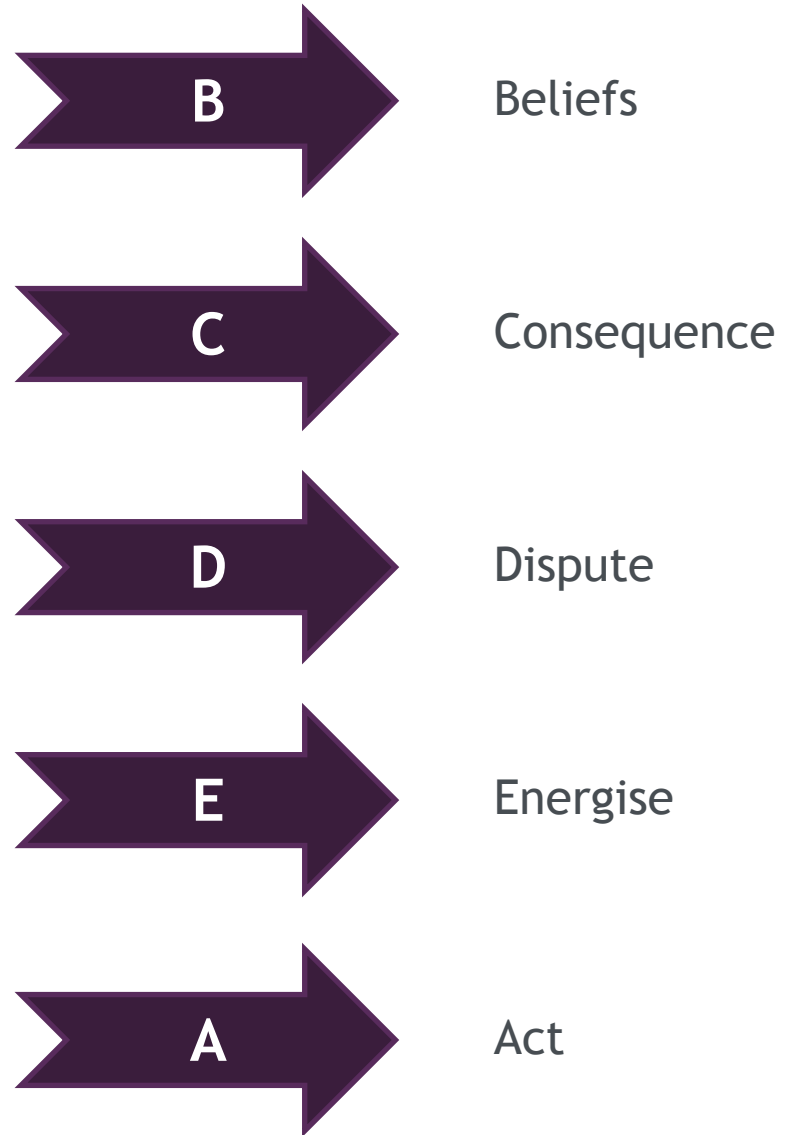


Strategy One: Shift your focus.

Every time you have a negative thought that questions your ability, self-worth or value, ask yourself:

1. What is the evidence I have that supports this thought being true?
2. How is this thought helping or hindering me?
3. What does what I am seeing or experiencing tell me about the environment, other people or any other outside variables?

Strategy Two: Smash limiting beliefs.





Strategy Three: Embrace failure.

I've **missed** more than 9000 shots in my career. I've **lost** almost 300 games. 26 times I've been trusted to take the game **winning** shot and **missed**. I've **failed** over and over and over again in my life. And that is why I **succeed**.



Michael Jordan

Reject

Reframe

Re-direct

Strategy Four: Acknowledge and Embrace Success.

- What are you most proud of in your personal or professional life?
- If your younger self could see your life right now, what would they be proud of?
- What are your top three achievements in your personal and professional life and what do they say about your strengths and qualities?
- What have you done that makes you feel capable?





Strategy Five: Be the agent of your feedback.

- Ask for feedback that you would value.
- Re-direct others if you're not getting what you need.
- Remind yourself that feedback does not define you.
- You have choice and message manage.

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No one can make you feel inferior without your consent.

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Eleanor Roosevelt