

IMPOSTER SYNDROME



5 SUPER-COMMON BITS OF ADVICE
YOU SHOULD NEVER GIVE SOMEONE
WITH IMPOSTER SYNDROME

And what they wish you could do,
instead.

Clare Josa
AUTHOR & KEYNOTE SPEAKER



Thank you downloading this guide. And welcome! This is for you if you ever find yourself being asked for help with Imposter Syndrome and struggle to know what to say. Or if you have a colleague you think might be running Imposter Syndrome and you don't know how to raise the subject without them running and hiding every time they see you, for the rest of time.

And you want to be able to go beyond 'tea and sympathy', but where do you start?

In this guide, I will take you through the five super-common bits of advice that people give to help people with Imposter Syndrome, which can actually make it worse. Then we'll cover why these bits of advice are bad, how they accidentally keep people stuck, and what you can say, instead.

Then I'll share with you how you could step up on your leadership journey or in your coaching practice to be able to confidently share the strategies that people need, to start their journey towards setting themselves free from Imposter Syndrome.

I've specialised in this field for nearly 20 years, and this guide is a fluff-free zone: backed by my research, practical psychology, demystified neuroscience, and what I have learned from helping many thousands of clients and students over the years.

I hope it creates lightbulb-moments for you and inspires you to become part of the movement to ditch the taboo around Imposter Syndrome, sharing the strategies that can make a life-changing difference.

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This guide has been designed to help you to feel more confident in supporting people who are running Imposter Syndrome. So please dive in and make the most of the resources. I really hope it inspires you.

If you're excited about sharing some of the models and concepts we cover with friends and colleagues, please feel free to do so - but please also do the fair thing and make sure you mention who created them.

And if you're working with clients or colleagues who struggle with Imposter Syndrome, please bear in mind that the concepts in this guide are my copyright, and that reading this does not make you safe to integrate this work into your work.

You can find out more about becoming a [certified Imposter Syndrome First-Aider](#) [here](#) and a [certified Imposter Syndrome Mentor](#) [here](#).

Thank you! Clare

BEFORE WE START...



WHAT IS IMPOSTER SYNDROME?

Before we dive in, it's worth spending a moment getting clear about what Imposter Syndrome is - and what it isn't, because it's often misunderstood.

Imposter Syndrome is the fear that you will be 'found out' as not good enough or a fraud, despite outside world evidence that you're doing well. I also describe it as the secret fear of others judging us, the way we judge ourselves.

It's not actually a 'syndrome' (it can't be diagnosed by a medic), and the original name for it was 'the Imposter Phenomenon', coined by Pauline Clance and Suzanne Imes, back in 1978.

Imposter Syndrome is different to self-doubt. My [research study in 2019](#) found that:

Self-doubt is about what we can and can't **do**.

Imposter Syndrome is about who we think we **are**.

So the self-talk for self-doubt or lack of confidence will be things like: *"I can't do xyz," or "I don't know enough about such-and-such a topic."*

For Imposter Syndrome, we take the *"I can't do xyz"* and turn it into, *"therefore I am not good enough"* or *"and they might find out they made a mistake hiring me."* It's about our sense of identity, not just our skills and knowledge.

The great news is that everything I teach is designed to work for both, and this guide can be used for both. But why is it important for people to know the difference?

Because classic coaching self-doubt and confidence tools don't work at the deeper identity level, which is where Imposter Syndrome is hanging out. Also, if someone is running self-doubt, then a pep talk can be enough to boost their confidence. But if it's Imposter Syndrome, that can actually make it worse.



THE IMPOSTER SYNDROME GAP

Imposter Syndrome is the gap between who we see ourselves as being, and who we think we need to be, to achieve a goal or be successful.

To deal with this, we build what I call the 'Bridge Of Coping Strategies' over the gap, which can feel like a ravine. The bridge may be strong and stable, or it may be a rickety rope bridge, which feels terrifying to walk over.

Whenever we need to stretch a comfort zone, the Imposter Syndrome Gap widens and we suddenly have to invest masses of energy into building a longer, stronger Bridge of Coping Strategies. Or we avoid this stress by talking ourselves out of the comfort-zone-stretching opportunity, even if our heart was secretly dreaming of it.

Most advice for Imposter Syndrome is about making the Bridge of Coping Strategies stronger.

When I work with people on Imposter Syndrome, instead of building a better bridge, we look at closing the gap, so you no longer need the coping strategies.

It's about shifting who you see yourself as *being* and who you allow yourself to *become*. And by working at the deeper level, rather than the surface level symptoms, you can create breakthroughs in minutes, not months.

5 COMMON TELL-TALE SIGNS

61%

HOLDING BACK ON IDEAS

Not speaking up with your best ideas or backing down easily if you're challenged. Being quiet in meetings.

51%

WRITING SUCCESS OFF AS FLUKE

Not 'owning' your achievements. Writing success off as fluke or luck or a team effort, or volunteering self-criticism when praised.

45%

NOT APPLYING FOR PROMOTIONS

Not applying for promotions for which you are qualified, or applying externally to avoid public 'failure' if you don't get it.

33%

3AM WORRYING

Worrying on a regular basis, often in the middle of the night, that they will 'find you out' as a fraud or not good enough.

30%

'HIDING' - NOT BEING VISIBLE

Not going for opportunities to shine, but feeling resentful when someone else steps up and gets the limelight.

Percentages of people who had experienced Imposter Syndrome in the past year.

Source: 2019 Imposter Syndrome Research Study - DitchingImposterSyndrome.com/research/



WHERE DO PEOPLE TURN?

Often people don't realise they're running Imposter Syndrome. Business leaders, line managers and HR professionals often ask me how to start the conversation with someone who is struggling, but might not realise it's Imposter Syndrome, so that's something I teach on my Imposter Syndrome First-Aider course.

But if someone thinks Imposter Syndrome is causing them not to speak up with their ideas or to quietly self-sabotage their success, they rarely ask for help. Imposter Syndrome is running at an identity level - that sense of who we are, rather than being about what we can or can't do, so it's personal. And we feel shame. We work hard to hide it.

Once they realise they have a problem, most people start with researching ideas on how to handle it via Google. Or maybe they apply something they read in a celebrity interview.

These strategies rarely offer genuine suggestions on how to set yourself free from Imposter Syndrome, instead sharing 'coping strategies' to be able to succeed, despite it. And they also perpetuate what my research found was the #1 Imposter Syndrome myth: that it's incurable - because people didn't have the techniques to be able to clear it out, once and for all, instead putting up with it, and it keeps coming back.

The internet - and many books - are full of well-intentioned advice that risks making Imposter Syndrome worse, by keeping people stuck in the coping cycle, which causes anxiety and takes huge amounts of energy.

By the time someone gets to the stage where they ask for help, Imposter Syndrome is likely to be a big deal for them and it will have taken a lot of courage to open up.

They need your empathy and compassion, and they might also be asking for advice. You want to be able to go beyond being a shoulder to cry on, but what should you say? How can you help them to genuinely move forward, rather than just 'cope'? And how can you make sure you're not accidentally making things worse?

Let's start by reviewing the five super-common pieces of advice that we need to stop giving to people who are struggling with Imposter Syndrome!

HOW DO YOU RAISE THE SUBJECT?

It's a delicate area. Your gut tells you someone might need help with Imposter Syndrome, but they're not exactly waving a banner declaring the fact to the world.

How do you raise the subject without offending them, or having them refuse to ever talk to you again?

I teach this in detail in my [Certified Imposter Syndrome First-Aider training](#). But here are some useful tips you can use right now:

1. Get yourself out of the way.

Make sure that you aren't telling yourself worry-stories about how they might react. If you're nervous or scared, they'll sense it, and this can put them on the defensive.

2. Talk about your own experience.

If you've struggled with Imposter Syndrome, perhaps share it, making it relevant to how you sense it could be impacting them.

3. Talk about specific behaviours.

For example: *"In this morning's meeting, I notice that you seemed to flinch when Fred asked you a question, and then you didn't share that idea you told me about. I've done that kind of thing, too. Would it help you to talk about what was happening for you?"*

4. Use me!

For example, *"I was reading about this thing called Imposter Syndrome the other day where you feel like you're going to be found out as not good enough. I know I've felt that way in the past. I was wondering if you might have, too? Would you like to talk about it? I might be able to help."*



PLEASE DON'T DO THESE!

THE 5 BITS OF BAD ADVICE



#1 FAKE IT TILL YOU MAKE IT

"Fake it till you make it" is one of the most common pieces of advice given, to try to boost someone's confidence and help them with Imposter Syndrome. The idea is that you pretend that you're feeling confident and act as though you have the skills or characteristics needed for a particular task or event, even though your inner monologue is screaming that you're a fraud.

By pretending, when we're already worried that 'they' will 'find us out' for being a fraud, we're making that self-talk worse. Not only are we worried that we're going to be caught out as a fake, but we're consciously choosing to behave in a way that is fake, to try to cope with that fear.

This reinforces the fear and risks making Imposter Syndrome worse.

What can we suggest instead?

One element of clearing Imposter Syndrome is shifting who we see ourselves as being, closing the Imposter Syndrome Gap.

So if you're talking with someone who has been trying to 'fake it till you make it', it can really help if you guide them through how to spot what they can *already* do and how they are the kind of person who achieves these goals or has this role. It's much healthier for them to build the foundations of their confidence on that, rather than pretending.

There are ways to do this that are specific, so their inner critic doesn't discount the feedback. And by helping someone to regain their perspective on this, it can mean that the changes they need to make, to allow themselves to become that new version of themselves, feel much less daunting.



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AUTHOR & KEYNOTE SPEAKER

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A purple-tinted background image showing two people walking a tightrope high above a city. One person is in the foreground, leaning forward with a briefcase, while another is further back. The number '#2' is overlaid in the center.

#2

PUSH ON THROUGH THE FEAR

Another super-common piece of advice - just do it anyway - can be useful, if the fear is relatively small. And the sense of achievement we can feel after doing something that stretched a comfort zone can be huge.

I'm certainly not suggesting we go through life waiting until we feel zero fear before we do anything. But Imposter Syndrome's self-talk can create fears that feel huge to people, and stop them from taking action, to stay safe.

These fears trigger fear-based thoughts, which automatically release stress hormones into the body, as we decide at a primal level whether to fight, run (flight) or freeze. These chemical reactions in the body create our experience of emotions, which then feed stronger fear-based thoughts, perpetuating the cycle. And all of this governs the actions we take.

We're hard-wired for survival. So if something scares us, we'll naturally hold back from doing it. This is why Imposter Syndrome triggers self-sabotage, often without us realising until it's too late. For example, in our research study we found that it holds women and minority groups back from:

- speaking up with their ideas (61%)
- stops them from applying for promotions or stretch projects, in case they are found out as a fraud or publicly 'fail' (45%)
- and makes them publicly put their success down to fluke or luck (51%), rather than 'owning' and being visible in the role that they played

Pushing on through the fear makes us more likely to subconsciously self-sabotage, as a self-defence mechanism. But there's another problem:



When the fight-flight-freeze cycle is running, the nervous system diverts blood flow from the pre-frontal cortex area of the brain, where we do our problem solving and remember answers to questions, to the primal part that only cares about survival.

That's why your mind can go blank if you're put on the spot in a meeting, only for the perfect response to pop up seconds later, once the spotlight is no longer on you.

So when we push on through fear, the fight-flight-freeze response is engaged, and we have reduced blood flow in the area of the brain that is vital for performance, making it more likely that we will under-perform - or have to work much harder to get results.

Pushing on through the fear triggers stress, anxiety, and reduces performance.

What can we suggest instead?

Clear the fear and do it anyway.

By helping someone to see whether their fear is legitimate (genuine threat to life or limb) or what I call a 'mind-story fear' (a worry-story we're telling ourselves), it can reduce the fear.

Helping them to get grounded can also reset the stress response.

This then helps them to perform at their best, without the anxiety, which can be life-changing.

I CAN'T

#3 POSITIVE AFFIRMATIONS

Let's imagine for a moment that someone's internal dialogue is running a soundtrack of "I'm not good enough. They're going to find me out. I'm going to fail."

That's fired off the fight-flight-freeze fear response in the body, with its accompanying emotions, biochemical reactions, and 'stay safe' self-sabotage actions, which feed more fear-based thoughts.

Then we throw in a positive affirmation like, "I am totally confident and a successful person." Your body is primed, physiologically, in that moment to think more fear-based thoughts. Is it going to believe the affirmation? Or is the backfire effect going to make it dig its heels in to defend the worry-thoughts?

We're setting ourselves up for what I call the Imposter Syndrome Pantomime.

"I feel like a total fraud. Oh hang on, remember that affirmation? I am not a fraud! I am confident! Hmmm... No, I'm definitely a fraud. Oh no you're not! Oh yes I am! Oh no you're not! Oh yes I am! He's behiiiiind you!" Cue pantomime villain lurking stage left.

If you've spent months, years or decades rehearsing the self-talk that trained your brain to spot all the reasons why you might be 'found out', then simply contradicting those fears and beliefs is not going to change them.

I'm not dissing positive affirmations. Done the right way, they can be incredibly powerful. Specific affirmations, tailored to your individual needs, with which you have an emotional connection, can fast-track the deep-acting change we are dreaming of (how-to is on page 210 in *Ditching Imposter Syndrome*).

But as a coping strategy for Imposter Syndrome, they can easily make things worse.



What can we suggest instead?

There are specific strategies I teach to my Imposter Syndrome First-Aiders and Mentors that can create breakthroughs with this.

But there's a simple mentoring question you can start with, to ask someone who's stuck in the beating-themselves-up cycle of negative self-talk. It helps them to regain their perspective, and it works so much more effectively than randomly chosen affirmations:

"Is it really true?"

And let the answers bubble up, without judgement.

This can pause the mind-story drama, give them a moment to get grounded, and help to turn a mountain back into a molehill.

A close-up, low-angle shot of several rows of plush, red velvet theater seats. The seats are arranged in a curved pattern, typical of a theater or lecture hall. The lighting is warm and focused on the seats, creating a sense of depth and texture.

#4 BUT I NEED IT TO PERFORM

Fact: no one needs Imposter Syndrome, no matter what celebs and successful business people may claim in interviews. These are people who have succeeded *despite* Imposter Syndrome, not because of it. If we've been telling ourselves that we need Imposter Syndrome, it's easy to pass that limiting belief on to others.

People can get attached to 'needing' Imposter Syndrome because they are scared that without it they could become arrogant. But the opposite of Imposter Syndrome isn't being an egomaniac. It's grounded confidence and feeling comfortable in your own skin.

Another driver for people being attached to it is misunderstanding how fear works. That adrenaline rush we can get before public speaking, for example, can give us an edge - get us in the 'zone'. Hans Selye researched this and found that this isn't actually fear (the impact of which on performance we discussed in #2). It's anticipation - excitement.

He talks about the difference between distress, which is performance-trashing, and eustress (from the Ancient Greek 'eu' for 'good'), which is more like anticipation. That is what gives the edge to a performance, not raw fear.

Then people might say that Imposter Syndrome made them push themselves harder to achieve more. Chances are that these people are naturally driven and would have done it anyway. And for most mortals, the fear triggered by Imposter Syndrome actually makes us hold back, self-sabotaging without realising, negatively impacting our performance, and we achieve less.

Another aspect of this is the fear that many people run that if they aren't stressed, they'll become under-achieving couch-potatoes. So the real issue for them is not Imposter Syndrome, it's their body's addiction to adrenaline as a means of giving them the energy to do what's needed. They're fighting life, instead of flowing through it.

Just imagine what these high-achievers could have created without Imposter Syndrome holding them back at every step and stress emptying their batteries on a daily basis?



What can we suggest instead?

If someone is telling you that they need Imposter Syndrome, then they are telling you that they have a subconscious fear of letting it go.

At some deeply subconscious level, it's helping them to feel safe.

Maybe they think it's incurable. Maybe they're scared of how successful they might be without it. Perhaps the thought of being visible or raising their profile scares them.

Something is driving their need for Imposter Syndrome.

What can you suggest to them in this situation?

As a very first step, give them hope:

hope that they don't have to feel this way forever;

hope that there are things they can do, to set themselves free from this;

hope that fulfilling your potential and flowing through life can be easier than we might think - and much more fun.



#5 ALTER EGO

Using an 'alter ego' is where you look at someone you know or someone famous who exudes the confidence you want to feel inside, then you 'channel' them, effectively taking on aspects of their personality.

So if you want to rock it on stage, you might channel your inner Beyoncé or Tony Robbins. If you want to make the C-Suite Leap, you might channel your inner Sara Blakely or Alan Sugar. If you want to cook up a storm in your next dinner party, you might channel your inner Gordon Ramsay.

But I'm not a big fan of the alter ego approach. In fact, I'd go so far as to say it can be downright dangerous.

An 'alter ego' can help with the symptoms of Imposter Syndrome. It can help us to feel more courageous. Having an 'alter ego' feels like wearing Batman's caped crusader outfit - or like Clark Kent taking off his glasses and putting his underpants on the outside of his trousers.

We show up differently. We take on a different personality. We do and say different things.

So, to the outside world, it can look like we've kicked Imposter Syndrome to the curb. But inside, we secretly know we're lying to ourselves.



Taking on an 'alter ego' is about pretending to be someone we're not, so we can finally feel good enough. But it doesn't work, because it's not 'us' doing the doing. We're scared we'll be found out as a fraud, and pretending to be someone we're not makes this worse.

Cue inner critic blowing raspberries and yelling: *"Hey, you're so rubbish that you have to pretend to be Fred from Accounts before you pitch to a client!"*

It's a coping strategy that comes from fear, rather than self-love and acceptance, and it gives the unconscious mind the message that we're 'soooo not good enough' that we have to secretly pretend to be someone else to get the job done.

What Can You Use Instead Of The Alter Ego Approach For Imposter Syndrome?

The way I approach this with clients is to get them to connect with the aspect of *themselves* that feels or acts in the way they want to, even if it feels tiny. Then clear out the blocks to being that version of themselves at the root cause level, so they can let that aspect of themselves shine.

This way their confidence is authentic, even if it's small, and their passion shines through in a way that it never could if you're carrying the burden of being someone else.

It's about supporting them to set themselves free, rather than wearing yet more subconscious armour.



WHAT'S THE PROBLEM?

WHAT THESE FIVE THINGS HAVE IN COMMON

We talked earlier about the Bridge Of Coping Strategies for Imposter Syndrome. And the one thing that all five of these pieces of advice have in common is that they are coping strategies. They're work-arounds. They make the rope bridge feel a little less terrifying.

But they don't actually fix anything.

Yes, sticky plasters (Band Aids for my American friends) have their place, but eventually they fall off. So whilst they help in the short term, they're not a long-term solution. I teach five key steps in my ditching Imposter Syndrome process:

1. You need to believe it's at least potentially possible and clear some of the other common myths around the topic.
2. You learn how to press pause on the negative self-talk that triggers the fight-flight-freeze response (you can do this in under sixty seconds), with strategies to start turning your inner critic into a genuine cheerleader.
3. Then it's time to work on your limiting beliefs and subconscious fears that have been driving Imposter Syndrome's self-sabotage.
4. Next you clear out the deeper drivers for Imposter Syndrome, so you no longer have to wear those masks and you get to become more of who you really are.
5. Then you're ready to consciously creating your future from that place of expansiveness and confidence, rather than self-protective fear.

My Certified Imposter Syndrome Mentors learn how to do all five of these steps. But when someone is coming to you for advice, you don't need to go the whole way to have a potentially life-changing, positive impact for them.

Want to know what you could do to make a difference?



WHAT DO THEY NEED?

They need you to move beyond 'tea and sympathy'.

It's incredibly important for someone to feel heard, without judgement, when they open up about something like Imposter Syndrome, and sometimes that's all they want. It's ok to ask them - do they want you to listen or to suggest solutions?

And if they want help, rather than just being heard, then there is so much you can do to support them, with just the first two steps of the Ditching Imposter Syndrome process.

You can start by helping to make sure that the most common Imposter Syndrome myths aren't keeping them stuck, and this is something you can easily do conversationally, rather than in formal coaching or mentoring.

Then the most empowering thing you can help them with next is learning how to choose which thoughts to feed.

Most of us think there's nothing we can do about our thoughts. But there are strategies you can teach people in just a few minutes which they can practise to press 'pause' on negative self-talk, fast.

And if they experiment with these regularly, then on a physiological level those strategies rewire a person's brain to shift from the default beating-yourself-up thoughts to their internal dialogue becoming genuinely supportive. These neurological changes also create shifts in the body so that the fight-flight-freeze response is less easily triggered.

You can show them how to reduce anxiety, cut stress levels, get back their perspective, improve performance, increase productivity, help them to feel happier, and start their journey towards setting themselves free from Imposter Syndrome.

Want to know how to learn how to teach these, so you never again feel out of your depth when someone turns to you wanting help with Imposter Syndrome?



BECOME A CERTIFIED IMPOSTER SYNDROME FIRST- AIDER

In this certified training, based on my Natural Resilience Method® framework, I teach you exactly what you need to know about Imposter Syndrome, how it affects people, how to spot it, the demystified neuroscience behind what drives it and, perhaps most importantly:

How to share practical strategies to people
how to press 'pause' on negative self-talk, to boost confidence, reduce stress and anxiety, prevent burnout, and to start turning Imposter Syndrome around.

You'll learn how to help people to help themselves, as well as feeling confident to be a leading part of the Imposter Syndrome discussion in your organisation, removing the taboo, so that no one has to suffer in silence with it any more.

The training runs online, so you can join us from anywhere in the world.

You'll learn research-backed, proven techniques, which I have developed over the past twenty years of specialising in this field.

It's practical. Fun. And fluff-free.

Here's where to find out more
www.ClareJosa.com/firstaider/



The course runs over 12 weeks, plus 3 integration weeks, for about 2 hours per week, and is blend of:

- Weekly modules - self-study training (blend of videos, audios and self-mentoring exercises) that you can study at a time to suit you
- Twice-monthly live Q&A calls with me, for hot seat mentoring and to get answers to your questions
- Three totally-non-scary, non-time-sucky assignments to help you to shift from inspiration to implementation, giving you the confidence to apply what you are learning, as you're working through the programme
- Plus you get a private podcast that you can listen to in your favourite podcast app, sharing the audios from the core techniques and strategies from the programme, whenever you want a refresher

The programme includes approximately 20 hours of teaching time and 10 hours of practice / assignment time, paced over twelve modules. You do not have to already have had coach training, but you do need to be a non-judgemental listener, with an open mind and a passion for making a difference for people.

Enrolment opens twice a year and you can find out when the next round starts here: <https://www.clarejosa.com/imposter-syndrome-first-aiders/>

Here's where to find out more and claim your place to become a Certified Imposter Syndrome First-Aider:

I Want To Be An Imposter Syndrome First-Aider!





ARE YOU AN ACTION-TAKER?

There are only 25 places on each cohort, so you get the support you deserve and don't feel lost in a crowd.

Once those places are full, you'll have to wait until the next cohort, which could be 6-12 months away, depending on my schedule.

What happens when you join us?

Use the link below to go to the registration page and choose your payment plan. If you pay by card (via Stripe - secure) then your place is immediately secured.

<https://www.clarejosa.com/firstaider/>

It can be invoiced to your company, if they book a minimum of five places, but the invoice must be paid at least two weeks before your cohort starts, or you will have to wait until the next round.

Once you have enrolled, you'll get a welcome email and a VAT receipt.

A week before we go live, you'll get your joining instructions.

There's no formal pre-work, but I will be sending you a questionnaire, which it is important for you to complete before the programme starts, to help me to tailor the programme to what's most important to you.

FAQS: DELEGATES

WHAT IF I HAVE IMPOSTER SYNDROME?

"Who am I to become an Imposter Syndrome First-Aider?"

No one is asking you to have cleared Imposter Syndrome out once and for all, to be able to start this work. (My Stepping Up To Lead program helps you to do exactly that, if you're interested).

In the first-aider training, you'll learn to apply all of the strategies you'll be sharing for yourself, first, so you're starting to turn your inner critic into a genuine cheerleader, before you support others to do that. This will boost your confidence and credibility, as a first-aider.

And the fact that you've experienced Imposter Syndrome yourself means you'll have more empathy and natural compassion, which will shine through as you support others as a first-aider.

DO THE MATERIALS EXPIRE?

There is no time limit on the training materials. You can revisit them whenever you want to in the future, including any updates and additional bonus resources.

But you'll get best results from this training if you aim to complete it during the three months that you have the additional support from Clare and her team, to help you to go from 'theory' to 'practice' and implementing what you are learning, to support others.

CAN I TEACH WHAT I LEARN?

This program is designed to support you to teach and support people with Clare's Natural Resilience Method® strategies and concepts on a 1:1 basis, with individuals who you are supporting as an Imposter Syndrome First-Aider.

It is not a 'train the trainer' program and doesn't qualify or authorise you to teach what you'll learn to groups or market yourself as an Imposter Syndrome coach.

As you'll appreciate, there's a huge difference between learning how to do something for yourself and individuals, and knowing the materials so deeply that it's appropriate for you to run courses in it. If you'd like to discuss train-the-trainer and course licensing options, please contact Clare.

WE HAVEN'T DONE ANYTHING ON IMPOSTER SYNDROME SO FAR - WHY START NOW?

Covid-19 and remote working have created a 'perfect storm' for Imposter Syndrome. High-achievers who were previously 'coping' are now close to burnout, or even considering leaving. If this is the right solution for your teams, delaying action is a wasted cost, for individuals, teams, and the wider organisation.

At the same time, that stress and anxiety that so many have been experiencing causes the Imposter Syndrome Gap to widen, so the 'bridge of coping strategies' no longer works, which is why we're seeing Imposter Syndrome severity and burnout rates soaring.

It's no longer a problem we can hope will go away of its own accord and its impact for organisations is becoming unignorable.

IF WE INVEST IN THIS FOR PEOPLE, WON'T THEY THEN LEAVE?

Ironically, your high-performers are actually more likely to leave if they don't get support on clearing Imposter Syndrome, as shown by the research study.

Companies who invest in their employees' personal and professional development create loyalty, with more highly engaged employees and better staff retention. It also prevents teams turning toxic due to the stress and fear caused by Imposter Syndrome and can significantly reduce the risk of burnout.

And you'll also be reducing the risk of those without Imposter Syndrome leaving, due to the behaviour of those who have it.

WHY NOT JUST USE TRADITIONAL COACHING?

Classic coaching is about mindset and helping people to overcome minor blocks. The 2019 Imposter Syndrome Research Study showed that this doesn't work deeply enough to address the root causes of Imposter Syndrome, because it is an identity-level issue. It is different to self-doubt.

So although it can help, coaching tends to be a 'sticky plaster'. And it's much slower and more expensive than the combination of Imposter Syndrome First-Aiders with Clare's Inner Critic Bootcamp™ program.



WHY CLARE JOSA?

When It Comes To Dealing With Imposter Syndrome, Clare Literally Wrote The Book

Clare is considered the UK's leading authority in Imposter Syndrome, having specialised in it since 2003, having published the best-selling book *Ditching Imposter Syndrome*, and having led the 2019 Imposter Syndrome Research Study. She is an international keynote speaker on the topic.

After a Masters Degree in Mechanical Engineering and a career in corporate roles, including being Head of Market Research for one of the world's most disruptive brands, Clare has spent the past 18 years specialising in helping business leaders to set themselves free from Imposter Syndrome.

An expert in the neuroscience and psychology of performance, and a professionally certified trainer, her original background as a Six Sigma Mechanical Engineer means her inspirational approach is grounded in common sense, helping you to create breakthroughs in minutes, not months.

Her work goes beyond 'mindset', so you clear out the root-cause triggers that mean the surface-level symptoms and the need for 'coping strategies' disappears.

Clare has been a certified NLP Trainer and Executive Coach since 2003 and she has pioneered high-impact online and hybrid training for over a decade, in addition to her in-person workshops.

She is the author of eight books and she has created the world's only post-grad certification programme for in-house and external coaches to become Certified Imposter Syndrome Mentors. She is also the creator of the Natural Resilience Method® for preventing burnout and fulfilling your potential. Clare's clients include:



ARE YOU JOINING US?

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