

# IMPOSTER SYNDROME



BECOME A CERTIFIED  
IMPOSTER SYNDROME FIRST-AIDER  
WITH CLARE JOSA

November 2022 Intake

*Clare Josa*  
AUTHOR & KEYNOTE SPEAKER



Thank you for your interest in becoming a certified Imposter Syndrome First-Aider.

The [2019 Imposter Syndrome Research Study](#), plus the 2022 research study, show that Imposter Syndrome has significantly worsened over lockdown, and it is also a key driver in post-lockdown burnout. The next few pages detail some of the key research study findings, and then how having certified Imposter Syndrome First-Aiders can benefit an organisation.

I created the Imposter Syndrome First-Aider training to support businesses with the 'but what on earth can we *do*?' question, once they understand how major an impact Imposter Syndrome is having on individuals, their teams, and the wider organisation.

This programme is delivered virtually, with a blend of self-paced, bite-sized self-study modules and tutorials in the form of Q&A mentoring calls with me. High-impact online training is something I have pioneered for over a decade. The training takes about thirty hours spaced over twelve weeks: twenty hours of learning time, plus ten hours of practice time, including the three implementation assignments (they take under an hour each).

Upon completion of this training, delegates will be certified to support those with Imposter Syndrome:

1. on a 'first aid' basis - strategies that press 'pause' in under sixty seconds
2. and also on a medium-term basis, with strategies to help people to rewire their brain so that they start to turn their inner critic into a genuine cheerleader, boosting their confidence and cutting their stress and anxiety levels.

It also certifies delegates to support those who are taking my Inner Critic Bootcamp™ training.

Please do let me know if you have any questions. And hopefully we'll get to work together on this.

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 in the Imposter Syndrome First-Aider and Inner Critic Bootcamp™ trainings is designed to work 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.

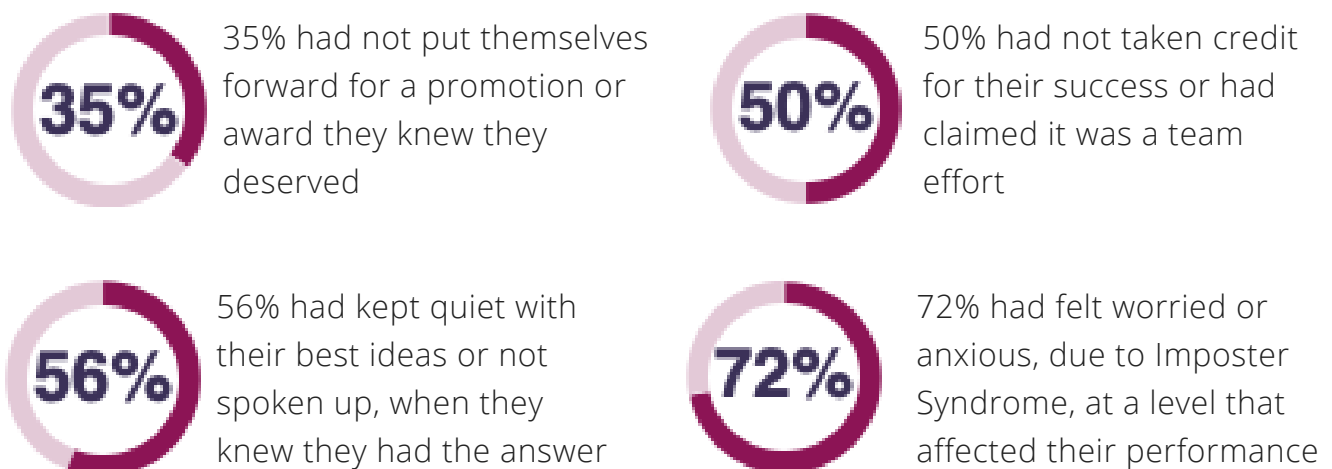
# IMPOSTER SYNDROME'S IMPACT

It's potentially affecting half your team members



Our 2019 Imposter Syndrome Research Study showed that approximately half of the workforce had struggled with it 'daily' or 'regularly' in the past year alone. The figure was even higher for women in leadership roles.

Although incidence rates are similar for male and female respondents, the way they handle it is very different. And this disproportionately disadvantages women. Here are some of the self-sabotage behaviours triggered by Imposter Syndrome in **female respondents**, in the **past year alone**:



Full White Paper: [DitchingImposterSyndrome.com/research/](https://DitchingImposterSyndrome.com/research/)

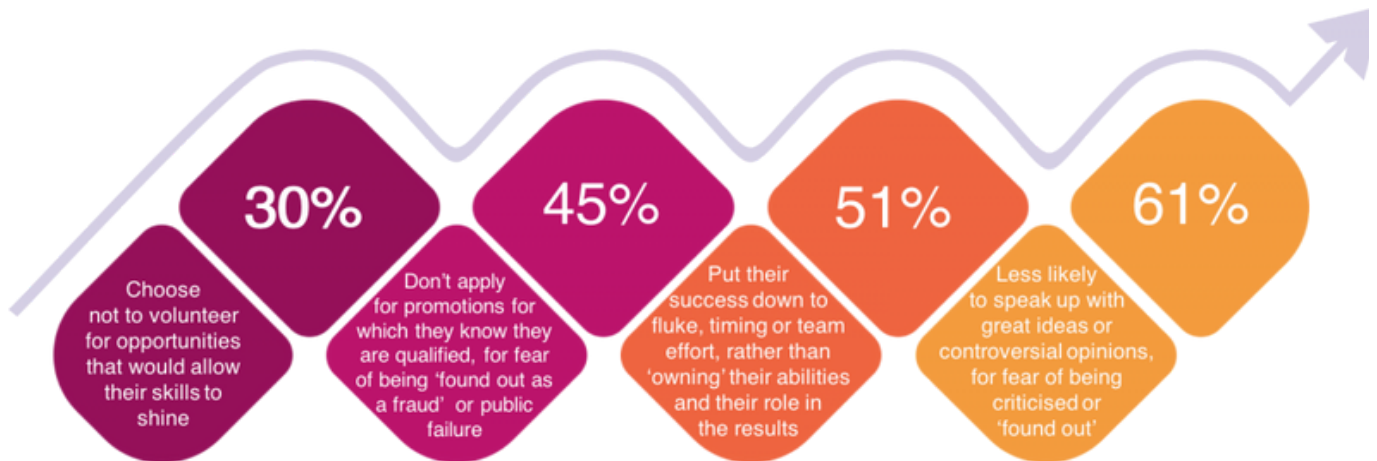


# THE EQUALITY HIT

## How Imposter Syndrome Feeds The Gender Pay Gap And Lack Of Equality In Leadership Roles

Imposter Syndrome was found to be one of three hidden drivers in the gender pay gap.

The research found that male respondents tended to 'push on through' - leading to stress and anxiety down the line. Whereas female respondents tended to take actions that subconsciously sabotaged their success, waiting until they felt 'ready' before applying for promotions. For example, in the past year alone, female respondents reported having taken the following actions, due to Imposter Syndrome:



And 37% of female respondents said they hadn't asked for a pay rise or promotion they knew they deserved, in the past year.

Men were more likely to try to ignore their self-talk worries, turning to alcohol, medication and drugs to deal with the stress and anxiety this caused. This approach can lead to future mental health issues. Imposter Syndrome is a serious issue for men, which they work hard to hide.

Women were more likely to feel inadequate as a result of Imposter Syndrome and subconsciously self-sabotage their success, effectively creating a self-imposed glass ceiling. They would even leave a company they loved to go for a promotion, due to the fear of applying internally and being seen as a 'failure' in public, if they didn't get it.

But this wasn't just about women. Our research showed that anyone who feels in a minority in an organisation can feel and behave in a similar way to female respondents, so **Imposter Syndrome becomes a subconscious, self-imposed glass ceiling for BAME and socio-economic minorities, too.**

For more on this, see Clare's [LSEG keynote](#) on Imposter Syndrome & The Gender Pay Gap.

# THE COST TO COMPANIES

Day-to-day, Imposter Syndrome causes people to hold back on their best ideas, which costs businesses in terms of innovation, with missed opportunities. The neuroscience behind Imposter Syndrome physically stifles creativity. The individual's subconscious self-sabotage behaviours can have a direct impact on the company's goals and **profit**.

It affects **productivity**, because the 4 Ps of Imposter Syndrome (perfectionism, procrastination, project paralysis, people-pleasing) mean tasks take longer and people struggle to prioritise.

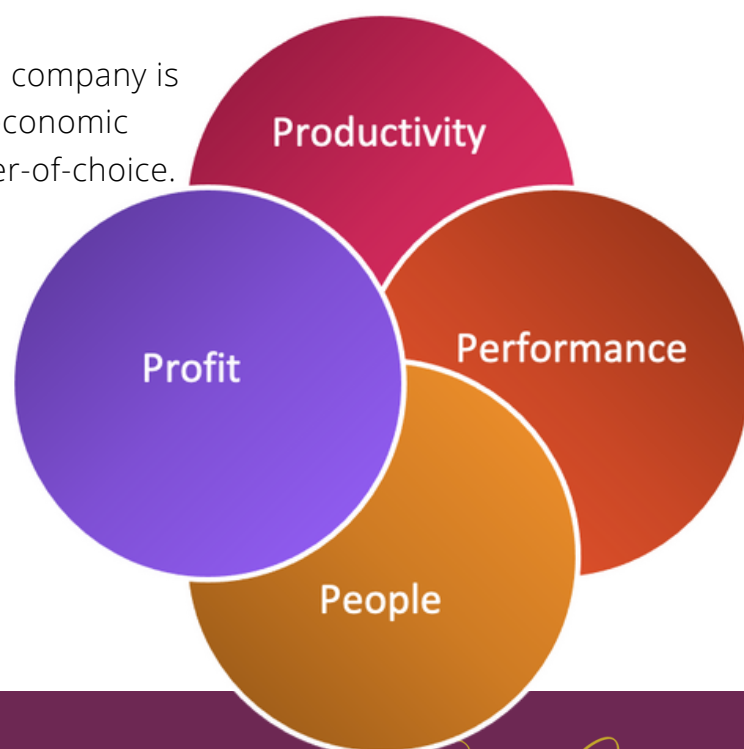
It affects **performance**, due to the stress caused by hiding Imposter Syndrome and its various coping strategies. The way Imposter Syndrome's fears rewire the brain make it hard to concentrate or perform at your best. Without support, these can lead to anxiety and long-term mental health issues, and it also drives burnout.

It affects **people**, because you won't be getting the best from team members who are struggling with Imposter Syndrome and you will be missing out on some of your best performers, who will hold back from applying for leadership roles. Perfectionism can turn a former rising star into a micro-managing bully-boss, which can create a toxic working environment that causes your best employees to leave.

The 2021 Research Study (in progress) indicates that the severity of Imposter Syndrome has increased, especially for mothers of school-aged children, many of whom are now considering looking for jobs with less responsibility, as a 'coping strategy'.

And there's the potential reputation impact, if a company is struggling to achieve gender, BAME and socio-economic parity - and is no longer considered an employer-of-choice.

Contrary to popular belief, Imposter Syndrome is not incurable. There are solutions that can create breakthroughs in as little as a few weeks. So it is essential that companies have processes in place to identify and support those who struggle with it.







# THE PROBLEM WITH THE CLASSIC APPROACH

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. And we're scared that others will spot that 'gap' in us.

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 often feels like a rickety rope bridge, which can be terrifying to walk over.

The problem with this approach - and the bridge of coping strategies is what underpins most mainstream Imposter Syndrome advice - is that fear triggers anxiety and chronic stress.

This 'do it scared' approach focuses on building a better bridge, instead of preventing Imposter Syndrome and making someone 'immune' to it.

Pushing on through the secret 3am fear negatively impacts performance, productivity and mental health, as well as triggering shame. The coping strategy behaviours of an individual can turn a previously thriving team toxic in just a few weeks.

In addition, whenever we need to stretch a comfort zone, the Imposter Syndrome Gap widens. Suddenly our old coping strategies aren't enough, so we self-sabotage and play small, to stay safe.

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. And that starts with taming your inner critic.

Imposter Syndrome First-Aiders can teach high-impact, low-effort strategies to achieve this, on a 1:1 basis - being able to press 'pause' on negative self-talk fast, and to start turning your inner critic into a genuine cheerleader.





# WHAT DO PEOPLE NEED?

When they ask for help, people need you to be able to move beyond 'tea and sympathy'.

It's incredibly important for someone to feel heard, without judgement, when they open up about 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?

But if they want help, rather than just being heard, then there is so much you can do to support them, with my science-backed Natural Resilience Method™ process.

You can start by helping to make sure that the most common Imposter Syndrome myths aren't keeping them stuck, such as believing it's incurable or that they need it to perform. This is something you can do conversationally, rather than in formal coaching or mentoring.

Then the most empowering thing you can help them 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, little and often, 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, prevent burnout, 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...

... and they'll have proven tools to turn it around.

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.

A hand holding a glowing lightbulb against a sunset background. The lightbulb is illuminated from within, casting a warm, golden glow. The background is a soft, out-of-focus sunset with warm orange and yellow tones. The hand is visible at the bottom, holding the base of the lightbulb.

## THE BENEFITS OF BEING A FIRST-AIDER

You'll start by learning how to use all of the strategies for yourself, which will teach you how to turn your inner critic into a genuine cheerleader, using my Natural Resilience Method® framework.

This will boost your confidence and reduce the incidence of Imposter Syndrome for you.

It will help you to speak up with your best ideas and to make an even bigger difference in your organisation, as well as reducing your stress levels and preventing burnout.

Then you'll learn how to safely and effectively inspire others with these concepts and strategies, on a 1:1 basis.

You'll be able to do this 'in the moment' in under sixty seconds, and also longer-term, by teaching individuals techniques that you have already experienced working for you.

*Clare Josa*  
AUTHOR & KEYNOTE SPEAKER





1

## **REMOVING THE IMPOSTER SYNDROME TABOO**

Imposter Syndrome triggers shame and anxiety for people, as they convince themselves they are the only person who feels that way and everyone else has their act together.

Having Imposter Syndrome First-Aiders shows the company cares enough about everyone's wellbeing and mental health enough to implement practical support, on both a 'first aid' and a preventative basis, giving staff every opportunity to fulfil their potential. This is life-changing for individuals.

2

## **PREVENTING SELF-SABOTAGE**

Imposter Syndrome First-Aiders can go beyond classic mindset-level 'pep talks'. They have the 1:1 tools they can share, right when they're needed, to help colleagues to feel more courageous and confident, preventing self-sabotage.

The First-Aiders can teach individuals practical strategies to reprogram their self-talk to become more supportive, so that they no longer use subconscious self-sabotage as a coping strategy, and feel more comfortable speaking up with their ideas, taking opportunities to be visible and make a bigger difference.

3

## **YOUR TEAMS WILL THRIVE**

Imposter Syndrome and its associated behaviours impact team performance and collaboration. For example, the coping strategy of perfectionism can trigger anxiety that makes someone seem overly critical or negative, turning their team toxic, in just a few weeks.

By making it as acceptable to ask for help with Imposter Syndrome as, say, presentation skills, you can reduce its impact on team dynamics. Preventing an individual's anxiety and cutting their inner-dialogue-generated stress experience has a positive effect for them, for those they work with, and for the wider organisation.

# What's the difference between a Mental Health First-Aider and an Imposter Syndrome First-Aider?

Mental health first-aiders play a vital role in spotting and supporting people in times of a mental health crisis.

They are a listening ear, trained to know the difference between key mental health issues, such as depression vs schizophrenia, and they can help make sure a person gets the professional medical support they need.

However, this only kicks into place once someone is already in crisis - or close to it. And people who reach the point of having a mental health crisis are just the tip of the iceberg of those who are struggling.

There's an undetected much larger number of people just making it through the day - who want to quit, who are underperforming, who are hurting themselves and their team and their organisation - and careering towards burnout.

An Imposter Syndrome First-Aider is trained to facilitate, 1:1, the practical strategies from Clare Josa's Natural Resilience Method® framework to support people *before* a crisis happens, so that if at all possible it won't.

A certified Imposter Syndrome First-Aider can support people on a preventative basis, rather than waiting until a problem is bad enough to need medical intervention.

A certified Imposter Syndrome First-Aider can share proven tools that enable us to:

- choose which thoughts to feed
- retrain our inner dialogue to be more supportive
- worry less
- reduce stress and anxiety
- prevent burnout
- feel calmer and happier
- become more naturally resilient, instead of 'bounce-back resilient'
- reset toxic boundaries and move away from battery-draining people-pleasing

These are skills that stay with people for life.



# HOW YOU'LL LEARN

## RESEARCH-BACKED MODULES

Designed to fit into the busiest schedules and created based on 20 years of research, each module guides you through what you most need to know to be confident, effective and safe in supporting people with Imposter Syndrome on a first-aid basis.



## GET ANSWERS TO YOUR QUESTIONS

The training comes with a private forum, where Clare and her mentors answer your questions as you go through the course. Plus you get twelve months' invitation-only access to Clare's monthly tutorial Q&A calls for hot seat mentoring..



## SUPPORTED IMPLEMENTATION

The key to a successful training outcome is implementation, so this training actively supports you to get you taking steps towards that throughout the modules, through the training design and the three assignments, plus through the forum and monthly calls.



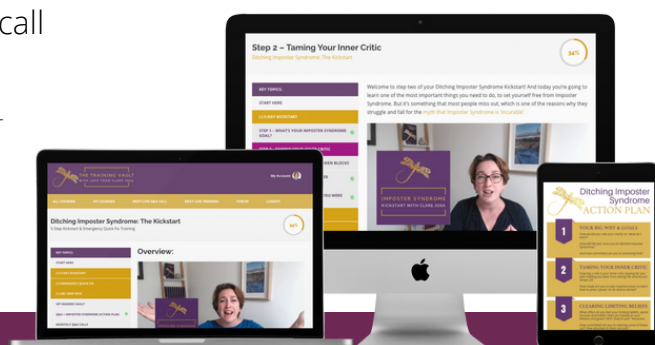
# WHAT YOU'LL COVER

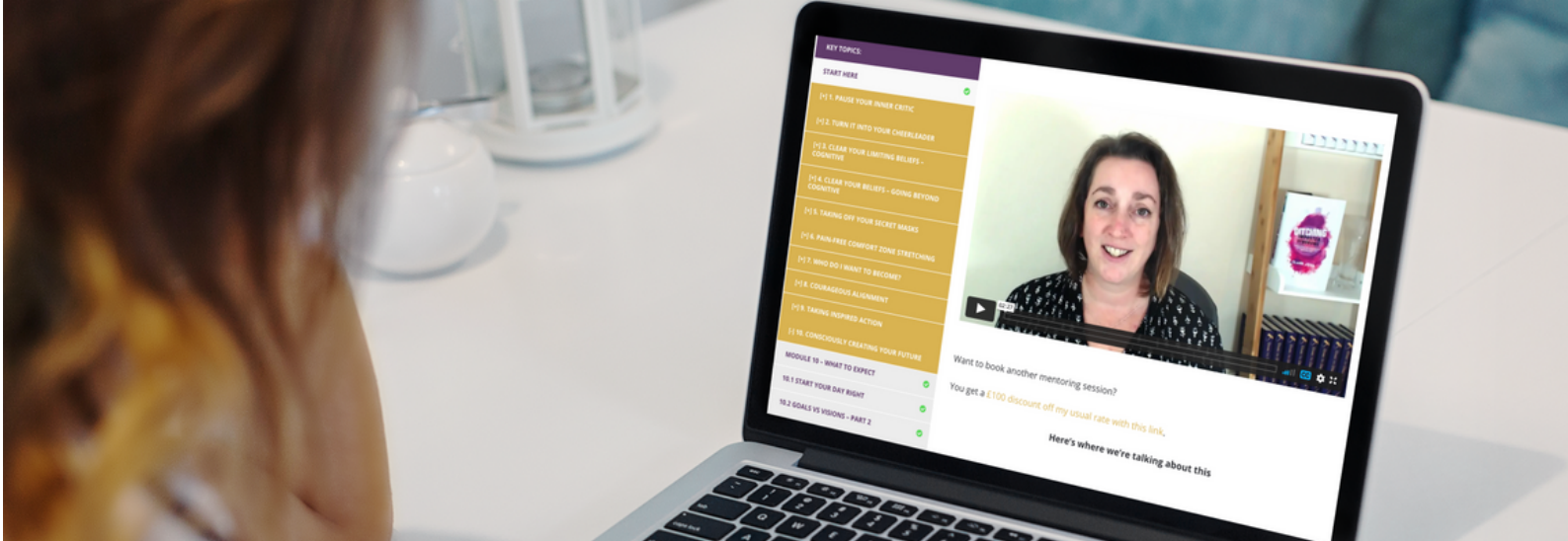
## PRACTICAL INSPIRATION THAT FITS AROUND YOUR BUSY SCHEDULE

Study with Clare Josa, the UK's leading authority on Imposter Syndrome, with nearly 20 years of specialising in the field, and the best-selling author of *Ditching Imposter Syndrome*. Your training includes:

- ✓ **12 inspirational, research-backed modules** that you can study to become an Imposter Syndrome First-Aider at your own pace, fitting around even the busiest of calendars
- ✓ **You start by learning how to apply all of this for yourself**, as you learn everything from my **Inner Critic Bootcamp™** training, then you learn how to support others with those strategies - so that you feel confident congruent, 'walking your talk'.
- ✓ Deep-dive on what Imposter Syndrome is (and isn't), how it happens, and how to spot the warning signs, **so you can help others pre-empt and prevent self-sabotage**.
- ✓ **Moving beyond 'tea and sympathy' into practical solutions that actually work**, avoiding the common pitfalls, and supporting them to open up, even if they're reluctant to ask for help.
- ✓ **Ready-to-implement, proven Imposter Syndrome first-aid strategies**, complete with workbooks and self-mentoring questions you can use with others, 1:1, based on what Clare teaches her mentoring clients, and her students on her Inner Critic Bootcamp™ programme. These create breakthroughs in minutes, not months.
- ✓ **Learn the way you love to learn, all in bite-sized chunks** - with videos, audios, workbooks, quizzes, and three put-it-into-practice assignments. Designed by Clare Josa, an NLP Trainer since 2003 & Six Sigma Engineer (an expert in designing training courses that actually work - this training is a fluff-free zone).
- ✓ **Feel fully supported on your Imposter Syndrome First-Aider journey** - with a private forum discussion for each lesson, plus three months' invitation-only access to Clare's monthly tutorial hot seat mentoring Q&A call

*Please note: this is not a 'train the trainer' programme. It certifies delegates to support individuals on a first-aid basis with Imposter Syndrome, and also to support them if they're taking the Inner Critic Bootcamp™ training. But it does not qualify or authorise them to teach these materials outside of a 1:1 setting, or to call themselves an 'Imposter Syndrome Coach'.*





This training runs over 12 weeks, for about 2 hours per week, and is blend of:

- Weekly modules - self-study training (blend of videos, audios, self-mentoring exercises and quizzes) that you can study at a time to suit you
- Monthly live tutorial Q&A calls with Clare Josa, 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 weeks. 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.

It can run in-house for your organisation, for a minimum of 12 people. Or once a year it is available as a public-access course, where you can send up to 5 delegates. The 2022 round starts on November 7th. Places are limited. The next public-access intake isn't likely to be until in Q4 2023.

If you are self-funding, [you can confirm your place here now](https://bit.ly/impostersyndromefirstaider)  
<https://bit.ly/impostersyndromefirstaider>

If your company will be invoiced for this, [please get in touch here](#) to hold your place for two weeks.





# WHY CLARE?

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

Clare is considered the UK's leading authority in Imposter Syndrome, having specialised in it since 2003, 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 17 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 'coping strategies' disappear.

Clare has been a certified NLP Trainer 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 has been interviewed by:



BBC  
RADIO



theguardian



The Telegraph

marie claire

# TRAINING OPTIONS

	INNER CRITIC BOOTCAMP™	IMPOSTER SYNDROME FIRST-AIDER	CERTIFIED IMPOSTER SYNDROME MENTOR
Who is this training for?	Open to all	Line managers, HR teams, ED&I network leaders, coaches	Experienced in-house coaches & mentors
Training Level	High-Impact Foundation	Intermediate	Advanced
Total # of hours	12 hours	30 hours	160 hours
Qualifies you to:	Apply the inner-critic-taming strategies for yourself	Support others, 1:1, to tame their inner critic on a 'first aid' basis.	Support others 1:1 to fully clear Imposter Syndrome
Researched backed accelerated learning via videos, workbooks, quizzes & audios	✓	✓	✓
Assessment	Quizzes & course completion	3 implementation assignments	Case studies & reflective learning
Group mentoring calls	Monthly for 3 months	Monthly for 12 months	Fortnightly for 6 months. Monthly for 6 months.
1:1 time with Clare Josa or one of her certified mentors		Preferential rate available	Four quarterly calls with Clare Josa
ILM Certified Course		✓	✓
Investment (+ UK VAT)	£995	£2,495 for 2022	£8,995
Payment Terms	100% on booking	100% on booking	50% on booking. 50% at 3 months.

If you're funding this yourself or paying for a single place and reclaiming it from your employer, you can confirm your place here right now: <https://bit.ly/impostersyndromefirstaider>

If you want this training to be invoiced direct to your organisation, then a purchase order (or equivalent) will be required before your place is confirmed, and the invoice must be paid within 30 days.



# MAKING IT SCALABLE

Given that research shows that about 50% of people struggle with Imposter Syndrome daily / regularly and that the stress and anxiety of the pandemic have made this worse, it is important to be able to scale these solutions.

After all, although their role is essential, there are only so many people that Imposter Syndrome First-Aiders can support on a 1:1 basis, whilst delivering their day-to-day work objectives.

The easiest way to scale this support is with Clare's Inner Critic Bootcamp™ training, which enables individuals to help themselves. It is based on her 20 years of specialising in this field and her Natural Resilience Method® framework.

This is a high-impact, supported blended learning programme that teaches people how to:

- turn their inner critic into a genuine cheerleader
- become more confident
- slash their stress levels
- put an end to the secret 3am self-talk that makes us self-sabotage, without even realising
- prevent burnout and become naturally resilient, reducing worry and anxiety
- help them to feel happier and to fulfil their potential

Companies with at least five Imposter Syndrome First-Aiders are eligible for a group discount on the Inner Critic Bootcamp™ training, if they book a minimum of 20 places, because they are able to offer some of the course support in-house.

Clare can also offer packages that include an inspirational keynote from Clare, and other solutions. Please contact Clare if you would like to discuss these options, and also to find out about Clare's proven strategies to help you measure the impact of this for your organisation.



# CONFIRMING YOUR PLACE ON THE IMPOSTER SYNDROME FIRST-AIDER TRAINING

1

## WANT TO PAY BY CARD FOR INSTANT CONFIRMATION?

You can confirm your place right away by paying by card. You'll get a VAT receipt to reclaim this from your employer.

And if you're self-funding, there's a payment plan to spread the cost:  
<https://www.clarejosa.com/firstaider/>

## WANT TO PAY BY INVOICE? (MINIMUM 2 PLACES)

2

If you need to pay by company invoice, please walk this through, because in some companies it's easy, but in others it can be a lengthy process. Clare will work with your supplier team to make sure they have the information they need in a timely manner.

3

## GIVE CLARE THE PO OR PROJECT REFERENCE

Send Clare the PO number or project reference, so the invoice can be approved first time. It's very common for invoices to get stuck because they were missing a name or a reference number.

## INVOICE APPROVAL

4

As soon as the invoice is in your system and confirmed as approved for payment, your places are confirmed. Please note that Clare's payment terms mean the invoice must be paid within 30 days. Please let your accounts team know.

5

## GETTING READY

Once you've paid or the invoice has been approved, you'll get your welcome pack, along with all the information you need for call dates and how to get started on 12th September!



# 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.

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 an Imposter Syndrome 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 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 to market yourself as an Imposter Syndrome coach.

As you'll appreciate, there's a 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.





# ARE YOU AN ACTION-TAKER?

The ONLY 2022 intake starts on 7th November.  
Places are limited to 25.

The investment is just £2,495 + VAT.

**All places must be booked and invoices signed off before the start date.** The following round will start in Q4 2023.

## What happens when you join us?

Use the button 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.

[ENROL NOW](#)

It can be invoiced to your company, but the invoice must be approved for payment before the start date, or the places will need to wait until the Q4 2023 cohort, at the 2023 rate.

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.

# ARE YOU JOINING US?

CONFIRM YOUR PLACE TODAY FOR  
NOVEMBER 2022

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