

IMPOSTER SYNDROME



NATURAL RESILIENCE METHOD® PRACTITIONER CERTIFICATION WITH CLARE JOSA

2024 Intakes

Clare Josa
AUTHOR & KEYNOTE SPEAKER

SCALABLE SOLUTIONS FOR IMPOSTER
SYNDROME & BURNOUT

“ **IMAGINE
BEING ABLE
TO HELP
HUNDREDS
FOR THE COST
OF COACHING
A HANDFUL.** ”

Somebody in your team has identified a need within your organisation for Imposter Syndrome training and coaching, to support the wider team.

This prospectus explains options, and why this can help your company.

But before we dive into that, here's a short video on what Imposter Syndrome is, how to spot the hidden warning signs, and how it could be harming performance, productivity, people and profit.



You can watch it here now.

Imposter Syndrome is potentially affecting half your team members



And there's a huge ED&I impact:



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

Source: www.DitchingImposterSyndrome.com/research/

2022 RESEARCH STUDY Preventing Burnout

How has the pandemic impacted burnout? What are the main drivers?
And how can businesses find practical solutions?

34% were at high risk of burning out.
27% were at medium risk. 52% were
'very worried' about burning out.



Yet almost none had raised this with their boss. They didn't want to be judged as 'not coping' and kept pushing on through.

THE THREE PILLARS

The research found that burnout is driven by three core pillars:

- Culture
- Environment
- Our habits

We urgently need to address both the symptoms and the root causes of burnout.



Culture Drivers



86% said they found 'pings' and notifications distracting, with 47% feeling under pressure to respond quickly. They didn't have permission to turn notifications off. For 15% this was causing burnout-levels of overwhelm.



28% feeling judged / compared to others



47% far too many meetings



59% checking emails outside hours



71% expectation to 'bounce back'

Environment Drivers



58%
Distractions



71%
Boundaries blurred



77%
Draining batteries

Habit Drivers



54% getting stuck in negative self-talk



64% procrastinating as a stress response



62% struggle with Imposter Syndrome daily / regularly

Risk Predictors

TOXIC RESILIENCE



71%

Bouncing Back & Pushing On Through

71% felt there was an expectation to pretend they were ok and to bounce back; that asking for help would be a career-limiting move. This is a core risk predictor for burnout.

IMPOSTER SYNDROME



62%
daily or regularly

Burnout increases Imposter Syndrome and Imposter Syndrome makes burnout worse. Rates have increased from 52% to 62% since the 2019 study.

For the full research report and practical solutions your organisation could start implementing today, visit: [ClareJosa.com/burnout-research/](https://clarejosa.com/burnout-research/)

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AND IT'S DIRECTLY LINKED TO BURNOUT

Our 2022 research study shows there's a proven, causal link between Imposter Syndrome and burnout.

23% of UK employees have considered quitting in the past week, due to burnout or Imposter Syndrome.

And 1 in 10 are thinking about quitting every single day.

Imposter Syndrome is one of two core risk factors for burnout in a corporate environment.

Our 2022 research study shows a causal link between the two:

Imposter Syndrome makes burnout worse...

... but reduce and prevent Imposter Syndrome and you reduce and prevent burnout.

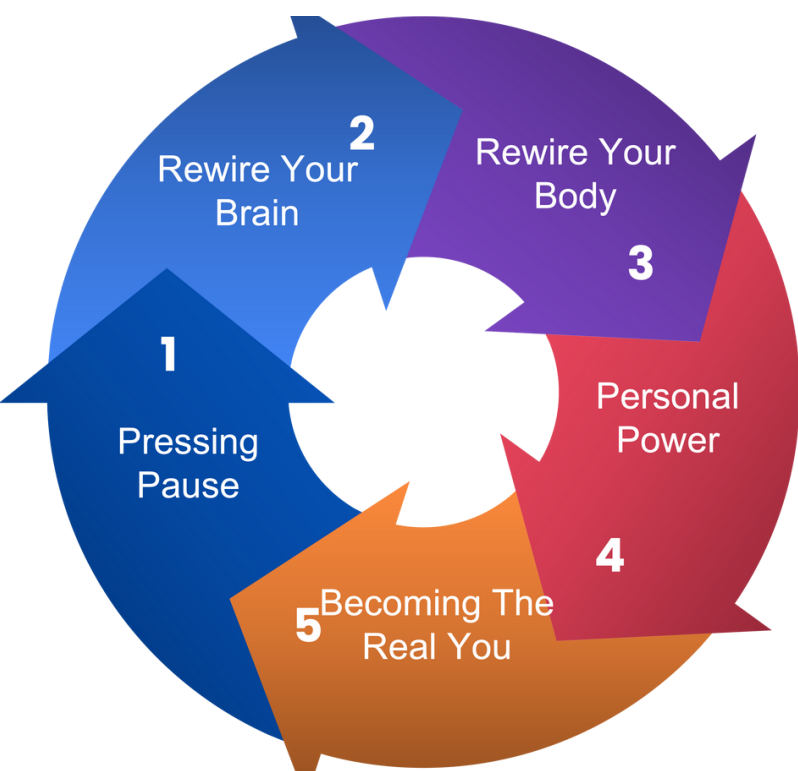
THE NATURAL RESILIENCE METHOD®

Most people rely heavily on coping strategies and mindset-level work, to succeed *despite* Imposter Syndrome. But these can inadvertently make it worse, leading to chronic stress, anxiety, worry, burnout, performance problems, and even mental health issues.

The much healthier approach is to clear out the root causes of burnout and Imposter Syndrome, so that people can be free from it, no longer worrying that it might come back at the most inopportune moments.

From her research, Clare Josa has developed the '3 Pillars' model, showing that Imposter Syndrome and burnout are triggered by three factors: the culture, the working environment, and personal habits.

Natural Resilience Method® Practitioners focus mainly on the 'habits' pillar, empowering people to break the secret cycle of self-sabotage and self-imposed glass ceilings, so that individuals and teams can thrive and fulfil their potential.



This five-step, science-backed process was created by Clare Josa, based on 20 years of research. With it, Natural Resilience Method® Practitioners can support people:

1. on their immediate needs - pressing 'pause' on Imposter Syndrome, burnout, toxic resilience and self-sabotage
2. and with preventative techniques, to clear the hidden triggers for Imposter Syndrome, so they can set themselves free from it, boost their confidence and shrink their stress levels

The Natural Resilience Method® has been proven to take people from as high as 80% on our Imposter Syndrome scorecard to as low as 20%, in just eight weeks.

[Watch this 10-minute video for more details](#)

RESULTS YOU CAN MEASURE

THOSE WHO INVEST IN THIS WORK SEE:

1

PERFORMANCE & POTENTIAL IMPROVEMENTS

The stress from Imposter Syndrome creates changes in the brain that increase mistakes and make it harder to process and retain information. Clearing it means people can fulfil their potential, instead of holding back on their ideas and subconsciously self-sabotaging.

2

PRODUCTIVITY INCREASES

Imposter Syndrome's over-thinking means a 2-hour report can take 2 days to create. Plus the 4 Ps of Imposter Syndrome - perfectionism, procrastination, project paralysis and people-pleasing - hugely reduce productivity.

3

IMPROVED EMPLOYEE RETENTION

No one tells you in their exit interview that it was down to Imposter Syndrome, yet it and burnout mean that 1 in 10 people thinks of quitting every single day. The fear of being 'found out' is a driver for rising stars leaving a job they loved.

4

REDUCED ABSENCE

Requests for sabbaticals or leave of absence can be a warning sign for Imposter Syndrome, and the associated burnout. It can also lead to long-term sick leave. By dealing with the root causes of these, in all 3 pillars (culture, environment, personal habits), you can create major improvements in absence rates.

5

INCREASED CREATIVITY, INNOVATION & COMPETITIVE ADVANTAGE

When people feel confident in speaking up with their ideas without fear of judgement (including from their inner critic), this transforms creativity and innovation, and helps organisations to maintain their competitive advantage.

In addition, we can help you to measure the impact on the vital 'softer side' of business with our in-house research studies.



BRINGING THIS IN-HOUSE

Of course, you can work with suitably qualified external coaches to prevent Imposter Syndrome and burnout. But if 52% of your team members are struggling with this daily or regularly, at a level that is impacting their performance and wellbeing, that isn't affordable. Instead, you can build the expertise within your teams.

1

NATURAL RESILIENCE METHOD® PRACTITIONERS

Affectionately known as Imposter Syndrome First-Aiders, they are qualified to support people with Imposter Syndrome and burnout both 'in the moment', and also with longer-term strategies to prevent Imposter Syndrome, toxic resilience and burnout. This level of support is enough for 90% of those with Imposter Syndrome. [Full course details are here.](#)

2

IMPOSTER SYNDROME MASTER COACHES

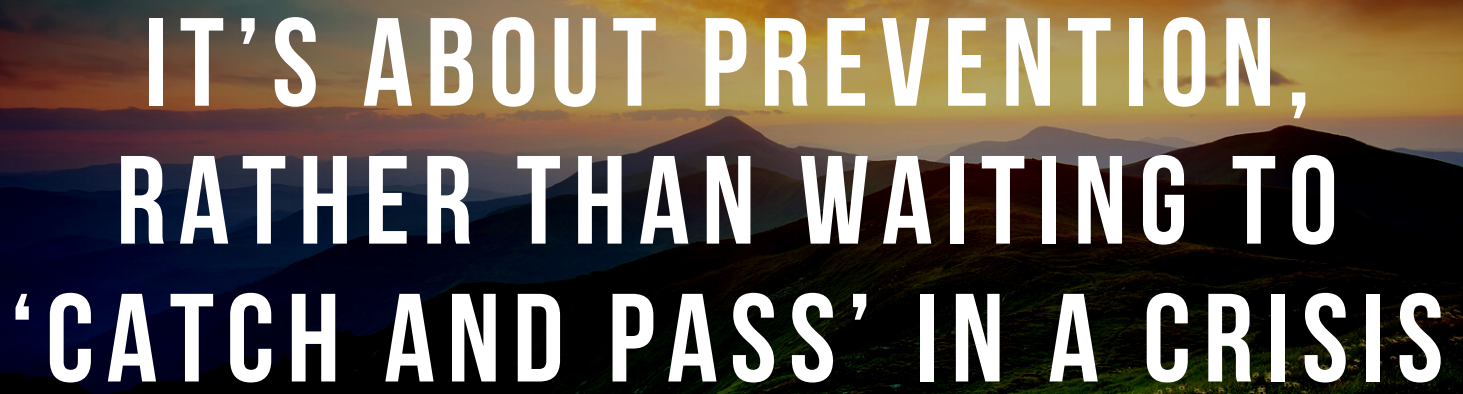
Experienced coaches (formally trained or not) are eligible to apply for the Imposter Syndrome Master Coach training. This includes deeper-acting root-cause-level techniques for clearing out the hidden blocks that drive Imposter Syndrome. This level of work is important for those in more senior or visible roles, or with the most severe Imposter Syndrome. [Details of how to apply are here.](#)

3

IMPOSTER SYNDROME TRAINER CERTIFICATION

If you want to run courses on preventing Imposter Syndrome, toxic resilience and burnout for your teams, it's essential that you have all of the pieces of the puzzle, rather than trying to guess what might work.

Clare Josa's Imposter Syndrome Trainer programme guides your trainer(s) through how to share her work in a group environment with credibility, courage, confidence and passion, in ways that mean it's safe and effective, to help people to create breakthroughs, just by attending your events. [More information is here.](#)



IT'S ABOUT PREVENTION, RATHER THAN WAITING TO 'CATCH AND PASS' IN A CRISIS

CONTRARY TO WHAT MANY FIRMS BELIEVE:
MENTAL HEALTH FIRST-AIDERS ARE NOT
QUALIFIED TO DO THIS WORK.

Many organisations seem to think that their Mental Health First-Aiders, line managers and HR professionals are qualified to support people with stress, worry, anxiety, burnout and Imposter Syndrome, but they're not.

Asking them to fulfil this role, or to take responsibility for wellbeing initiatives, risks turning them into untrained, unsupported counsellors. This is potentially dangerous, both for the MHFA and for those they want to help.

Mental Health First-Aiders play a vital role in spotting and supporting people in times of a mental health crisis. They can help make sure a person gets the emergency 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. Imposter Syndrome is proven to cause chronic stress, anxiety, and burnout. And knowing how to prevent it is invaluable.

Natural Resilience Method® Practitioners have had specialist training so that they can support people, both 'in the moment', and also with tools to prevent future occurrences of Imposter Syndrome, burnout and toxic resilience.



BECOMING A CERTIFIED NATURAL RESILIENCE METHOD® PRACTITIONER

This research-backed, 12-module programme is a blend of proven online training, combined with deep-dive tutorial calls, with Clare Josa or one of her certified Master Coaches.

Delegates can join from anywhere in the world. You can send up to 5 delegates onto the public access cohorts, which start in January or September each year, or you can run an in-house round for a minimum of 20 people.

We recommend training 1 in 50 of your team members in this work, with a minimum of 3, even as a pilot, so they can support each other.

Practitioners start by learning how to use all of the strategies for themselves. This element of the training has been shown to take their Imposter Syndrome Score from 80% (severe) to as low as 20% (irrelevant) in as few as 8 weeks.

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

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

Graduates have on-going CPD and coaching supervision calls, so they feel fully supported.



MAKING IT SCALABLE

With about 50% of people struggling with Imposter Syndrome daily / regularly, as well as the stress and anxiety of the pandemic having 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 a Natural Resilience Method® Practitioner can support on a 1:1 basis, whilst also delivering their day-to-day work objectives.

The easiest way to scale this support is with Clare Josa's **Natural Resilience Method® app**, which enables individuals to learn these life-changing techniques for themselves, with the Practitioners being there for targeted coaching, instead of teaching the basics.

This breaks down changing your life into 5 minute chunks, teaching people how to:

- turn their inner critic into a genuine cheerleader
- become more confident
- shrink 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 Natural Resilience Method® Practitioners are eligible for a bulk licence for app, making this a very affordable option.

Clare Josa can also offer packages that include an inspirational keynote from Clare, as well as in-house research studies to assess the scale of the issue in your organisation, and make tailored recommendations.

[Here's where to book a call with Clare](#), if you would like to discuss these options.



AND AFTERWARDS?

THEY'RE FULLY SUPPORTED

It's essential that anyone offering this kind of help to others is properly supported.

1 **COACHING SUPERVISION**

This is an essential part of this kind of work, and is often a requirement for insurance. These grad-only calls are facilitated by Clare Josa or her certified Master Coaches and are a great way to celebrate successes & get answers to questions.

2 **PRIVATE GRADS-ONLY COMMUNITY**

Pick the brains of fellow graduates to get support and advice, as well as virtual cheerleading. These are moderated by Clare and her Master Coaches.

3 **CONTINUED PROFESSIONAL DEVELOPMENT**

Always have access to the latest version of the materials, always based on the latest research. Plus there are quarterly expert masterclasses each year to help Practitioners grow their skills.

4 **ANNUAL CONFERENCE (VIRTUAL)**

Practitioner Grads get a VIP ticket to the annual conference, where we share the latest breakthroughs in this field, and learn what's working best in different environments.

All of this is included for the first 12 months, and you have the option to renew each year for just 25% of the original certification fee.



YOUR INVESTMENT

| | Paying For It Yourself | For SMEs Only | Enterprise |
|---|--|---------------------------------------|--|
| Natural Resilience Method® Practitioner Training places (usually £2,500 per person) | 1 (public-access cohort) | 5 (public-access cohort) | 20 (cohort just for your teams) |
| Imposter Syndrome Train the Trainer (£2,500 per trainer, plus nominal per-delegate fee) | | 1 place included | 3 places included |
| Natural Resilience Method® App licences (usually £270 per person per year) | | Optional: £100 per person for min 100 | 100 included. £75pp for additional places. |
| Bespoke 60-Minute Imposter Syndrome / Burnout Keynote with Clare Josa | | Optional: from £12,500 | 1 included, to launch the initiative |
| Back-end portal to streamline sessions, ensure confidentiality, and manage app licences | | Optional: from £5,000 | Included |
| Measuring ROI, science-backed, before and after the training | | POA for research study | POA for research study |
| On-going support | After the first 12 months, the annual renewal for Practitioners and the portal is 25% of the initial fee. For Trainers it's 50%. Renewal for app licences is the same each year. | | |
| | £2,500 | £12,500 saving £2,500 | £50,000 saving £25,000 |

All prices are excluding UK VAT (or equivalent). For scaling, we recommend training 1 in 50 employees in the Practitioner-level techniques, and 10% of those at Master Coach level. A purchase order (or equivalent) will be required before your place is confirmed. We can hold your place(s) for up to 14 days to arrange this. The invoice must be paid within 30 days.
Our standard terms and conditions apply to this work.

WHAT'S THE NEXT STEP?

78%

actively avoiding stretch opportunities or promotions they **know they could reach***

44% routinely **holding back on being visible** (could affect their promotion opportunities because they're not 'top of mind')*

89%

hold back on sharing their ideas or opinions in meetings, leading to group-think & missed innovation*

71%

struggle with negative self-talk and even volunteer a 'but', after receiving **positive feedback***

51%

found that constructive criticism **triggered medium-term anxiety***

**statistics from the 2024 research study*

The next public-access cohorts start in January & September 2024. SMEs can send between 1 and 5 delegates to these.

Enterprise package can start at any point in the year, subject to availability.

Single Participant, Funding It Yourself

To book a single-participant place, [you can find out more and apply here](#), with the ability to instantly confirm your place if your application is successful.

SMEs Programme

To book five delegates onto the next cohort for this programme, [please contact Clare's team](#) to apply. We will hold your places for 2 weeks.

Enterprise Programme

Please book a call with Clare to tailor your quote and discuss the application process. The programme is delivered just for your team and can start at any point during the year, subject to Clare's availability.

[Her call calendar is here.](#)

If you have questions first, please email Clare's team using the email address at the bottom of this page.

CASE STUDY

What happened when one of our clients implemented a pilot programme to train 10 team members at the foundation level, as Natural Resilience Method® Practitioners?

The ten students had never had formal coaching training, but they were all good listeners and passionate about making a difference with Imposter Syndrome. Here are some of the results they co-created:

1 FROM ANXIETY TO AWARD-WINNING:
A sales manager went from barely sleeping to winning an award for the best salesperson of the year, clearing her Imposter Syndrome in just five sessions.

2 PREVENTING A FAILED HIRE:
A new hire went from ready-to-quit to passing their probation early and then getting promoted, clearing their Imposter Syndrome in just six sessions

3 TURNING AROUND A TOXIC TEAM:
A rising star whose promotion had triggered Imposter Syndrome, turning their team toxic, turned this around in just eight weeks.

4 REDUCING ABSENCE LEVELS:
A team member was on the verge of taking a sabbatical, to 'escape' the symptoms of Imposter Syndrome. Not only are they now flourishing, they're also training to support others with Imposter Syndrome

The team's employer was so impressed with the difference they have made that they won a company award in 2022.

And the investment? By combining their new skills with the Natural Resilience Method® App, they're now supporting hundreds, for the cost of coaching a handful. And that's definitely something worth celebrating.



FAQS: LEADS

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 Natural Resilience Method® Facilitators with Clare's Imposter Syndrome Bootcamp™ program.

FAQS: LEADERS

HOW DO WE IDENTIFY WHO NEEDS HELP?

People work hard to hide Imposter Syndrome and the warning signs of burnout. That's why Clare created her science-backed scorecard system - so that people can gain insights into how Imposter Syndrome might be affecting them.

We can work with you to create a small-scale research study to identify those who don't need help, so they can get support from the Natural Resilience Method® App and / or your Practitioners, without having to go through the barrier of asking their line manager or HR for help.

HOW DO WE MEASURE ROI?

In addition to the factors already mentioned here, for a nominal fee we can compile a summary report for you of your employees' scorecard data (anonymised) at the start of this work and at the one-year point, so you can assess the impact of these interventions against your core metrics.

It's important to also include your own in-house data for context, and we can support you on a consulting basis to address all 3 pillars (Culture, Environment, Habits) to ensure maximum impact, creating both a 'quick wins' and longer-term strategy.

These trainings have been shown to reduce a person's Imposter Syndrome score from a 'severe' 80% to just 20%, reducing self-sabotage, increasing their confidence, shrinking their stress levels, and positively impacting performance, productivity, team dynamics and - ultimately - profit.

HOW DO WE SPOT WHO WOULD BE A GOOD PRACTITIONER?

We can support you with this.

There will be people in your organisation who are already known to be the 'good listeners', who want to make a bigger difference in people's lives.

We can help you with marketing copy if you want to send out a general invitation for people to volunteer.

And we can support you in choosing the criteria for line managers to potentially nominate people to apply.

WHY CLARE JOSIA?

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

Clare is considered a global authority in Imposter Syndrome, having specialised in it since 2003, published the best-selling book *Ditching Imposter Syndrome*, and having led the 2019, 2022, and 2024 Imposter Syndrome Research Studies. She is a sought-after 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 20 years specialising in helping people 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 Master Coaches. She is the creator of the Natural Resilience Method® and The HOPE Matrix® for growing thriving teams. Clare's has been interviewed by:



BBC
RADIO



theguardian



The Telegraph

marie claire