



Why Your Rockstar FEELS LIKE A FRAUD

IMPOSTOR SYNDROME:

The oft-overlooked phenomenon in which *“high-achieving careerists feel unqualified for their jobs,”* regardless of the positive feedback or ongoing success they’ve achieved.



Psychological research done in the early 1980s estimated that **two out of five** successful people consider themselves frauds.

Impostor Syndrome affects people from various cultures and levels of professional development: college students, academics, medical practitioners, marketers and well, almost everyone. **But successful women suffer the most*.**

Here’s how...



MEN

- Seek promotions if they meet **60%** of the posted requirements
- Attribute success to inner **talent & grit**
- Fail due to **“bad circumstances & poor karma”**



WOMEN

- Only apply if they are **100%** qualified
- Feel they **“got lucky”** or had lots of help
- Assign failure to **internal weakness & lack of effort**

“It’s hard to negotiate a higher salary, apply for an even more prestigious job, or be a truly standout employee if you’re convinced you don’t belong.”

- Ann Friedman

Figuring Out the Phenomenon



In terms of earned success, the only thing your fraudulent-feeling female employee is 100% right about is this...

Impostor Syndrome IS holding her back.

Unproductive internal dialogue



Fear of being “discovered”



INTERNAL INTERFERENCE

INTERNAL INTERFERENCE



Blocked performance



Even more insecurity

3 Elements Needed for Optimal Performance:

FAITH

(confidence)

FIRE

(thirst for success)

FOCUS

(concentration on high-impact actions)

“Lack of faith interferes with maximizing performance. Reduce interference by shifting her focus.”

- Alan Fine

A Manual For Managers

3 SOLUTIONS FOR SUCCESS:

- Reduce interference
- + Increase focus
- + Boost faith and fire

In addition:

ASK

Does she compare her weakness to someone else’s strengths?

Does she look at her inside compared to their outsides?

REMIND

Success is earned — not gifted, not by accident, not a lucky break.

Experience is real. She has done, become, and accomplished great things.

ENCOURAGE

Risk exposure! Be ambitious. Try anyway.

Doubt should never dictate. Don’t settle for less than others think you deserve.

Learn how to eradicate Impostor Syndrome and achieve pinnacle performance from the workplace coaching experts.



Coaching that works.

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