



Start up Success

LEARN THE STRATEGIES AND THE MINDSET
TOOLS TO START AND BUILD A BUSINESS YOU
LOVE

Module 3 - Unit 5:
Imposter syndrome

Day 5 - Imposter syndrome

Imposter syndrome is a completely normal part of starting and growing a business. We are stepping into the unknown and when we do that, our subconscious will look for anything to stop you. The reason? It wants to keep us safe and it can only do that when we live in known patterns and habits. Having imposter syndrome does not mean that you're doing something wrong or that you're not good enough.

What is Imposter syndrome?

It is a feeling that you're not good enough, that you've only had success so far due to luck or favourable circumstances. You start to doubt yourself and your abilities.

It can cause anxiety, especially social anxiety as you don't feel good enough in peer groups. There are a few types of imposter syndrome. Which one sounds like you?

1. Perfectionist? Do you ONLY feel happy and successful when you've done everything as perfectly as you can? You have an attention to detail but so much that you will over think releasing any content / work because you still think it could be done better.
2. Natural achiever. You've always had success with ease and now you're starting something new and it's not easy and so you're doubting yourself.
3. Solo worker. You only feel successful when you do something on your own. You do not like asking for help.
4. Overachiever. You only feel successful when you work every minute of every day and constantly push yourself.
5. Staller- you only feel successful when someone else validates your success

Which one are you? Do you fit in a few of these?

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Why do we feel this way?

We have beliefs about who we are and our place in the world. The imposter syndrome will be based on your own beliefs about you and what success is to you in your world. These beliefs are based on your experiences, your environment and your genetics. This doesn't mean that they can't be changed though, it just means that you've been conditioned to believe something about yourself and your world.

These beliefs are so deeply embedded that we don't see them as thought patterns, we see them as US, as our identity and therefore, we see it as TRUTH!

We need to question these thought patterns - that's what they are! You are NOT your thoughts. You are the person THINKING the THOUGHTS!

How do we overcome and beat imposter syndrome?

It depends on you and your beliefs that are running the show BUT here are some ideas which will definitely make a difference if followed:

- OBSERVE. Sometimes it's difficult to disconnect from these feelings and thoughts of not being good enough. Think of them as your over-eager assistant. You are NOT your thoughts! They are not true and you can CHOOSE not to listen but it takes practice so start with observing.
 - What's happened to cause these thoughts?
 - What are you thinking?
 - What are you feeling?
 - NO JUDGEMENT!
- REFRAAME. There are 2 ways of doing this:
 - Flip how you see your challenges and failures. Carol Dweck - Mindset. Growth mindset. LOTS of research that proves that if you have a growth mindset, you are MORE successful NOT because you are more intelligent or more qualified but because of the way you see challenges.
 - Create an alternative balanced thought. If you're new to this then use a thought record to help you to identify an alternative thought.

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- TALK to others and share how you're feeling especially with someone who is unbiased and can see things you cannot because you can't see the wood for the trees.
- PRACTISE self-validation. This isn't about your ego or arrogance. It's about balancing the scales after years of it being tipped into thoughts such as 'I'm not good enough, I'm rubbish etc'
 - Write down your successes to date and go ALL out!
 - Celebrate your wins NO MATTER HOW SMALL
 - When you're having a bad day and you're struggling, be grateful for the challenges you're facing. What is the benefit of the challenge you're facing? What can you learn from it? What it is going to lead to?
 - No comparing - stay in YOUR lane. Control your social media and what you see.
 - Journal - every day to keep you on track and remember why you're doing this
- FOCUS on service. Sometimes we get so caught up in our own heads, we forget the GOOD we are doing by showing up. The support we're giving to others so if all else fails, FOCUS on supporting others.

Which of these are you going to try?
