

# Farewell IMPOSTER SYNDROME

*I'm sitting at my desk after a long day, about to press enter on my Instagram post. A little voice inside my head says 'you're not qualified for this, someone's going to find out, people are going to laugh at you, you're going to get hate in the comments,' etc.*

*So instead, I save the post to my drafts, and put my dream on hold for a few more days. Being brave can wait till next week.*

*I pick up my phone and browse all the youngsters making amazing Tiktoks, promoting their businesses; doing all the things I want to do and talking about the things I want to talk about. I think to myself: 'it's so easy for them, but I'm different, and it's hard for me.'*

If a scenario like this ever happens to you, be reassured - you are not alone. It happens to 75% of women. So, in fact, you're not different, you are in the majority!

We give this fear many names, but most commonly it's referred to as Imposter Syndrome and it holds back

so many women in business that it's almost criminal.

It shows up as a fear of being judged, or the fear of not being good enough, or a fear of public shame. It causes procrastination, self-sabotage, anxiety and even depression.



## So what can you do if Impostor Syndrome is holding you back?

Here is a simple three step plan to help you kick the imposter to the kerb, once and for all.

### STEP 1

The first thing is to understand what's actually happening:

Impostor Syndrome comes from your subconscious mind. It's not a deliberate thought, those are far more rational! It comes from some belief that you have adopted about yourself in the past.

Frequently, when I work through Impostor Syndrome in women; it originates as a child. It could be from the playground, or with our brothers, sisters, or parents. It can be a random event that sometimes we've completely forgotten about. But in most cases, it's an incident that our younger childhood self has attached a belief to. And whether that belief is right or wrong; 20, 30, 40 years later - we are still holding onto it.

The three most common beliefs that cause Impostor Syndrome are:

- I'm not (xxx) enough - insert good/fast/pretty/smart/brave
- I'm different and I can't connect
- Success is not available to me

And honestly, none of these things is ever true.

For me, I always felt different. But the more people I meet and the more stories I hear; the more I realise that we are all the same. I have nothing to worry about.

So the first thing we must do, is tell our brilliant brains that we ARE good enough, we're NOT different, and we can have ANYTHING we set our minds to.

Your subconscious mind learns by repetition, so you must tell it over and over again, what it is you want it to believe.

It will feel silly at first, but then you one day you will catch yourself thinking

positively, and realise that you do believe it to be true. I'm not different. I'm just like you.

The second thing to know is that your subconscious can't tell the difference between the truth and a lie. Crazy but true!

So even if you don't believe you are good enough yet, stick with the positive repetition, as your subconscious doesn't know the difference. If you continue to tell it over and over again, eventually it will get with the program!

### STEP 2

The second thing you must do is interrupt those negative thoughts when they come along.

Impostor Syndrome tends to hang out with its good friend; Looping Thoughts.

So we don't just get the idea 'we're not good enough' in our head. When it appears, the thought actually gets stuck there and does as much damage as it can.

And this is how it goes:

- **Thought** about ourselves - 'I'm a fake and they are going to find out'
- This creates a **Feeling** - anxiety, butterflies, nausea, racing heartbeat
- This impacts an **Action** (actually more likely a lack of action) I'm not going to post this, apply for this promotion, etc.
- Which creates an **Outcome** - I'm a failure because I didn't try.

And that then compounds the thought, and the spiral continues.

So you have to break this cycle.

You have to think very carefully. What is that thought that pops into my head and holds me back? And then you must interrupt the thought and replace it with a new one.

### PART 3

The New Thought.

How do you get rid of that old thought though? It's very simple. We flip it with the words '**What If?**'

So if the thought is - 'I have to give a

presentation, I will panic, forget my lines and everyone will laugh at me.' The Flip is 'What If I give the performance of my life?'

And if the thought is 'I'm going to get hate on this new technique if I post it on TikTok'. The flip is '**What if** it blows up and I become the next Mikayla Nogueira'

For every worst-case scenario, there is a best-case scenario, and you must put your brilliant mind to work to hold onto the best-case scenario whilst you take the leap.

All of a sudden, the scary doesn't seem quite so scary anymore.

The last thing you should remember is that the better connected we are to the future and all of those best-case scenarios - the more action you will take today.

So whatever it is that you are working towards: focus on it, visualise it, imagine what it will be like when it happens. And let your 'what if's' take over and kick that Impostor Syndrome to the kerb. 🍀

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