



FAMILY:
THE REBEL
BOSSLADY

OWN YOUR WORTH

**Bust imposter syndrome,
Ask for more, Level up**



IMPOSTER SYNDROME ISN'T HOLDING YOU BACK. (THE PATRIARCHY IS.)

Yes, people not usually in the power seats (ahem: womxn+, queer people, immigrants, people of Color...) often feel like FRAUDS when we get to sit at the big table. Especially when it's usually reserved for people who don't look, live, or experience workplaces like we do.

Imposter syndrome (aka extreme SELF DOUBT) is present when accomplished womxn say, "I only got to my leadership role because of luck!" And/or, "I can't ask a question at work or be imperfect or they'll find me out!"

REAL TALK: Womxn aren't underpaid, under-respected and under-promoted because we're not confident enough. Research (McKinsey, 2019) says we ARE going for the promotions, we are negotiating for the big bucks *just like men do*: it's just not working for us.

Low self-esteem is NOT the reason we're not advancing like men are. It's the system, leaders, managers, policies, and recruiters who aren't hiring/promoting/paying/respecting womxn.

SOLUTION: Change culture (i.e. teach girls they are [much] more than pretty), implement systemic changes (policy, law)... and YES - work on ourselves to eliminate any feelings of *inadequacy* we have from growing up in a world that often sees women as *less than*; as meant to be pretty, not brave; helpers, not engineers; and supporters, not leaders.

I teach womxn to crush imposter syndrome *NOT because* it will get us ahead (it won't). BUT BECAUSE it will FEEL BETTER TO FEEL like the BADASS that your resume says you are!

xoxo,

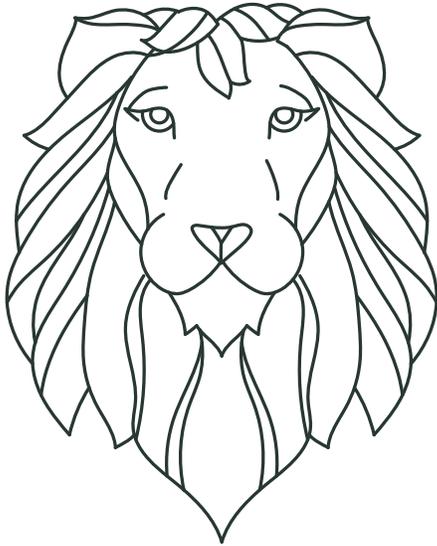
Family



**THIS WORKBOOK
WILL LITERALLY
HELP YOU RE-WIRE
YOUR BRAIN.**

**OVER TIME YOU
WILL THINK THESE
SELF-SABOTAGING
THOUGHTS LESS
AND LESS.**





BUILD CONFIDENCE - AND STOP FEELING LIKE AN IMPOSTER

Most folks who experience confidence gaps - or "imposter syndrome" are very good to one of the best in their field. (People who truly truly stink don't usually take professional development courses.)

But, even though you're as good as the next person who is already getting promoted or getting interviewed on stage - something's missing: the consistent confidence that should go along with your skill level and your super-fresh ideas.

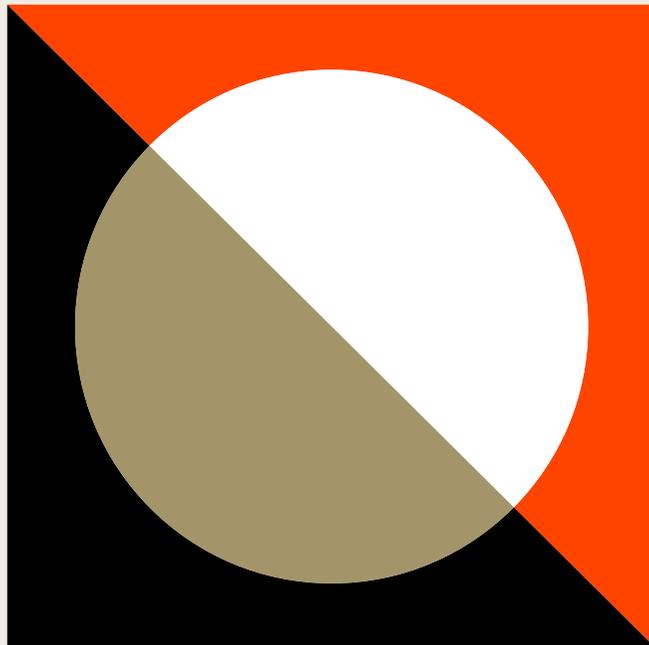
Maybe you're worried that you're just starting out and should not step into the light yet? Maybe you think they're going to find out you have less expertise than they thought? Or that you'll be exposed you for not knowing enough? Maybe you bounce between feeling like you're the right one to lead this work - or be one of the leaders - and thinking you still need 100 more certificates and trainings? Maybe you think you're pretty good at it all - but you can't stop thinking at the people are much more seasoned at it.

In a culture that prioritizes the ideas and leadership of straight, white men, this is all normal. But these paralyzing thoughts don't have to be YOUR normal.

To rise above the thoughts that are keeping your ideas from changing the world, do the following 4 exercises - and review weekly - until you can see - and feel - your value.

YOUR [ELEVATED] MINDSET

- Start two new folders: paper and digital.
- These will be your “smile files” (stay with me here; they have a corny name so you’ll remember it).
- Start keeping notes from people thanking you; raving about your work, introducing you with compliments to other contacts, etc.
- Calendar yourself a time weekly to pop these open and revel in them.
- You can (and should) also crack them open*right away* the next time you get feedback that turns your stomach or when you have a negative interaction you can't stop thinking about.



YOUR [SPECIFIC] AWESOME

Write down 5 THINGS in each area that make you shine - that your entourage and BFFs and fave colleagues would say makes you shine.

Accomplishments (career/life/anything)

Character / personality / who you are inside

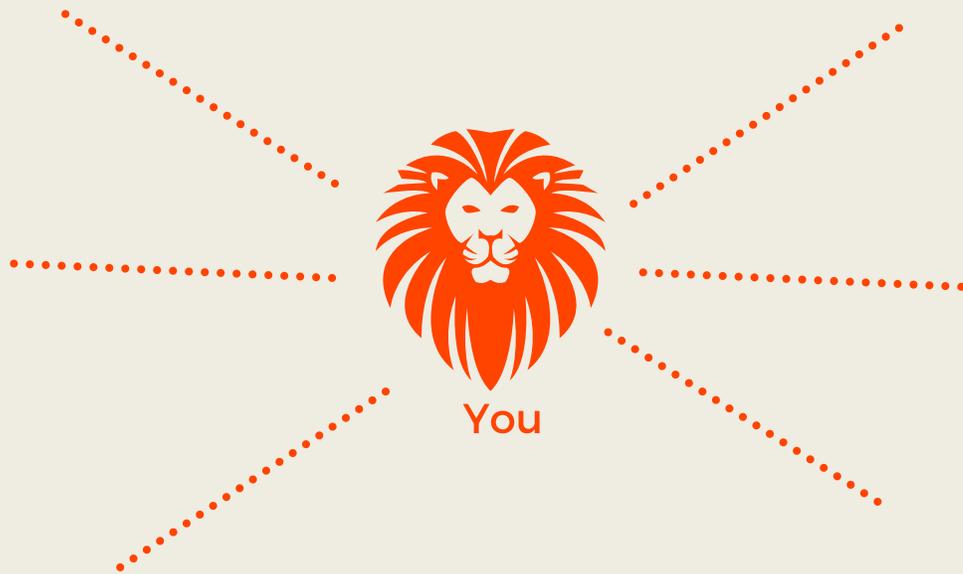
Skills that help you soar in business, life, activism

Words that describe what you - as opposed to most others - bring to the field / industry / role

YOUR [DEVOTED] ENTOURAGE

You have a chorus of smart, driven, top notch people who love you and your work.

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Map out the people (ideally in the space of your thought leader field) who think you're the greatest.

Note why they rely on you, turn to you, ask you for advice, are cheering you on.

Feel it deep when you write it. Marinate in their admiration of you. Use it to fuel you.

See the you that they see.

You don't actually stink. Your brain is just telling you you do. Thanks, patriarchy and other social / familial / religious/you-should-play-small upbringings.

And, you're allowed to be imperfect. To be learning. To be gentle on yourself as you do things for the first time. As you continue to level up. As you step [more] out.

REWIRE YOUR [NEGATIVE] SELF-TALK

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List the "imposter thoughts" like pop into your brain. Common ones are: "I'm a phony" "They're going to find me out!"

On the contrary, list a fact to the contrary for each one. Like "I actually have this degree." "I'm as skilled as the last person who had this role."



**YOU ARE GORGEOUS
AND THE WORLD
NEEDS YOUR
LEADERSHIP.**

NOW.

**ALL OF IT. YOUR
WEIRD. YOUR RAW.
YOUR TRUE.**

