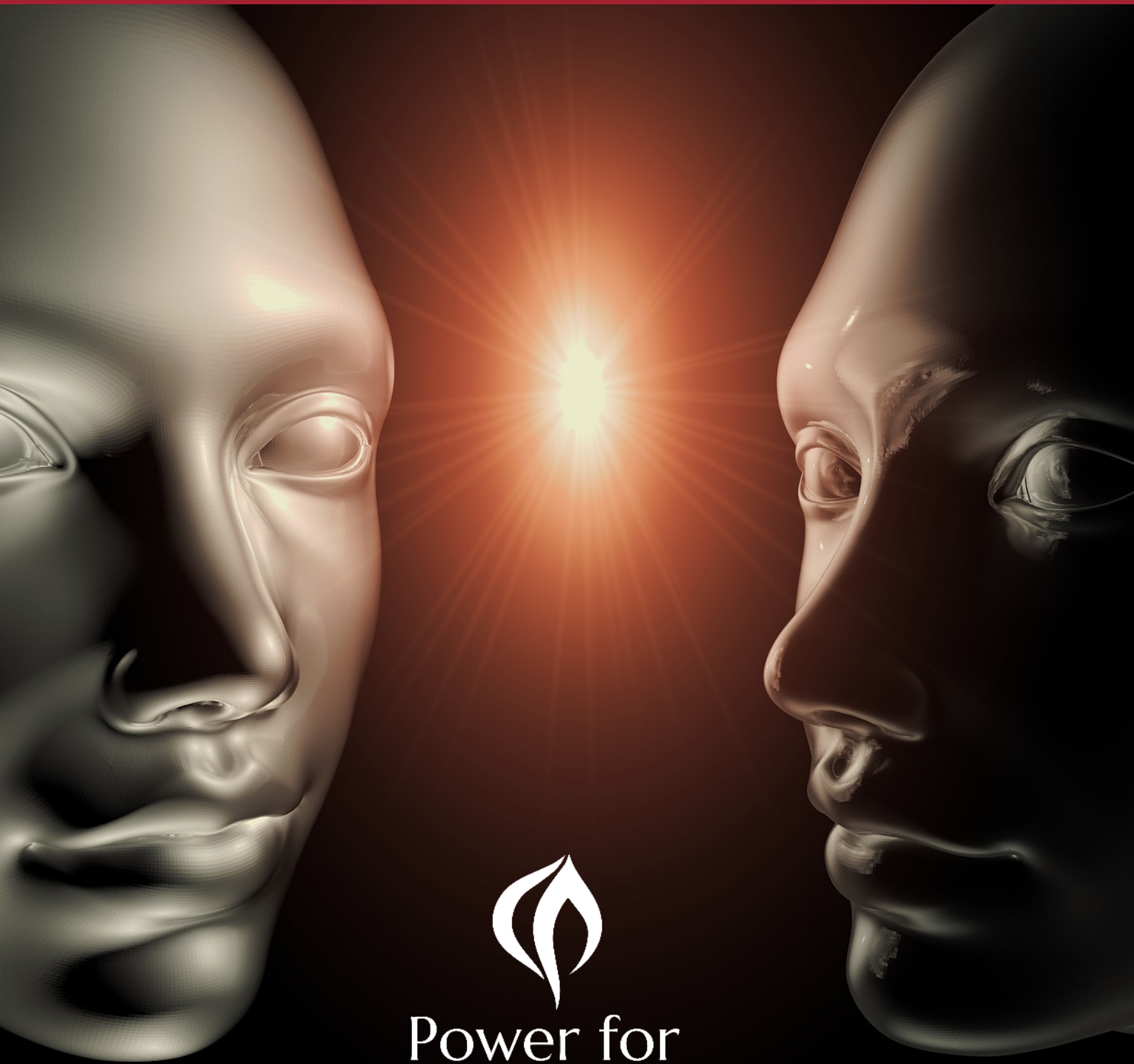


# THE TRUTH ABOUT IMPOSTER SYNDROME



Power for  
Success

# THE TRUTH ABOUT IMPOSTER SYNDROME



You know that feeling that someone is going to tap you on the shoulder and say ..."ok buddy, we're onto you"?

Do you have this feeling? Don't worry, in all my years of coaching and developing high performing sales people, this is the most common trait I have found in the most conscientious of people.

Here are some of the possible reasons it has come about.

1. You reached for a job you knew you had to grow for.
2. You needed to prove to your potential boss that you could do the job and indeed prove to yourself.
3. You have "faked it til you made it" Well, in Neuroscience we call that "Modelling" and there's another technique called "act as if..." so whilst "fake it til you make it" sounds phoney it's actually very clever of your mind.

The truth is that every job we go for that takes us UP a level doing something that we have never done before is an achievement in itself. You've come this far and proven to yourself you can learn fast, you can adapt, you are willing to put the time in to learn, you are brave and guess what? Your boss has done exactly the same in his or her career. It's not a guilty secret, it takes ambition and courage to continue to push yourself outside your comfort zone. I say keep up the great work.

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Just one quick question before I go..... has it become a habitual thought? You've just got used to thinking and feeling this way? Could you now allow yourself to believe that you are indeed one of life's conscientious participants and let go of that feeling....."any minute now, I'm done" and replace it with ..... "I am courageous"... Is now the right time to make that mindset change?

When you swap insecurity with belief..

1. Who would you be free to be?
2. What could you believe you could achieve?
3. How tall would you stand?
4. How clear would you speak?
5. What will you dare to push yourself to achieve?
6. Who would you release?
7. Who would you inspire?
8. Who would you teach?
9. What could you learn?
10. How much happier, more confident and powerful would you feel?

I am just asking.....think about those questions and step into the courageous you.....you've already been being!

Good luck and if you and your team are ready for powerful growth - I am ready for you!

# ABOUT LISA CLIFFORD

INTERNATIONAL EMPOWERMENT TRAINER, SPEAKER &  
BROADCASTER



Hello lovely, nice to meet you and thank you for downloading these top tips. I hope they help you and your team in your business.

These tips are based on my experience of leading and managing sales teams over the years.

I now work with sales teams as an International Keynote Speaker and Empowerment Trainer.

For more information or to arrange a chat you can contact me direct on 07795 634 671 or email [lisa@lisaclifford.co.uk](mailto:lisa@lisaclifford.co.uk)