

*"I'm more productive and self-assured and have confidence now in my process. I developed a new product line that will generate an additional \$250,000-\$500,000 in annual income."*

Sarah Picard, Co-Owner, Norcard Enterprises

# 5 MISTAKES IMPOSTER SYNDROME

That High-Achieving Women Make  
And How To Triumph Over Them



MIA DOUCET



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## IMPOSTER SYNDROME: 5 Mistakes That High-Achieving Women Make ... And how to Counteract Them

I specialize in working with accomplished women who own their own businesses. They are leaders in their respective industries and perceived as having it all under control.

Despite their success, many of these women privately grapple with a lack of self-confidence and a lingering, chronic anxiety.

Even with their education, skills and accomplishments, in their heart they doubt their own abilities. They see themselves as fundamentally flawed and live in creeping fear of being discovered.

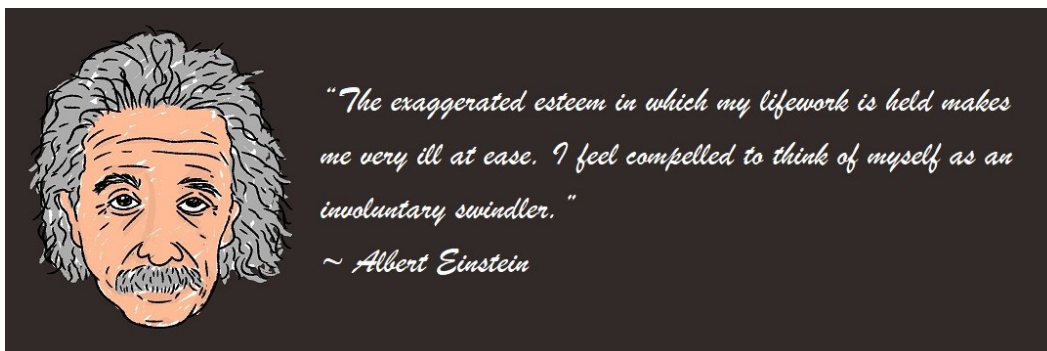
They are outwardly confident but privately unsure.

Behind the mask of confidence, a nasty little voice in their head spews, “You’re going to be found out.”

This worry that we will be “found out” is extremely common. It occurs in men as well as women.

Einstein suffered from Imposter Syndrome. So did Maya Angelou.

And – you have to love this – Mike Myers still believes “the no-talent police will come and arrest” him.





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## WHAT'S BEHIND THIS WORRY?

Five critical mistakes in thinking are to blame:

### MISTAKE #1

#### **We think that others somehow have it all figured out.**

People who have self-doubt tend to suffer in silence. For most of us, it's a silent struggle because self-doubt (mislabeled Imposter Syndrome) is not something we find easy to talk about. That's changing, but we have a ways to go.

#### **REFRAME:**

The reason we think others somehow have it all figured out is that we're comparing our inner world to their exterior persona.

Realize that you're not alone. Others don't have it all figured out. They have this inner struggle too but may just be better at hiding it.

### MISTAKE #2

#### **We feel we aren't good enough.**

We downplay our capabilities. Discount our qualifications. Undermine our experience or expertise. Feel we don't deserve the job, the accolades or the promotion. We feel we don't deserve if we don't work hard enough. So we overwork.

And, of course, feeling not good enough, we worry about what other people think of us.

Here's a bit of conversation I had with a new client who had recently been offered a promotion to the most senior position in her company:



She: *What underpins all of this anxiety is a fundamental belief that I am less than. It's like I'm waiting for the other shoe to drop. When will they find out I'm not really good enough for this?*

Me: *It has sure taken them a long time! What . . . 20 years you've worked there? I'd say you're smarter than they are if it's taken them 20 years to size you up!*

One Week After the Laughter:

She: *I **am** good enough. Damn it! Feeling I was not enough was keeping me small.*

Me: *No kidding!*

## REFRAME:



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I always love to quote Eleanor Roosevelt: “No one can make you feel inferior without your consent.”

Repeat this mantra to yourself in the mirror, every day, until it becomes a part of you:

***No one can make me feel inferior without my consent. And I refuse to give my consent.***



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## MISTAKE #3

### We think that the solution is to work harder.

My client “Penny” owns a successful corporate insurance company and is in the top 5% of income earners in her field.

But, in her words . . .

#### **Before working with you**

*I was stuck. I felt I had to work hard in order to deserve success. Like a hamster on a wheel, I kept doing more of same. I worked too much, too hard, too long. But, no matter how hard I worked, it never felt like I was doing enough. I was overwhelmed, overworked, overcommitted, stressed out and unhappy.*

*I was afraid of being judged. Things had to be perfect in order to get approval. So I would worry excessively over mistakes.*

*I doubted myself and avoided talking about it because who could I trust? I had trouble setting limits with my clients and allowed clients to place too many demands on me and my team. I took care of everyone’s needs at the expense of my own.*

*I felt not heard. On a personal level, I couldn’t forgive and move past some things that happened a long time ago.*

#### **Through working with you**

*I discovered it was my subconscious belief systems that were keeping me stuck.*

*I learned that I was giving away my power, trying to please someone other than myself, letting somebody else be in charge. You asked me, ‘Who have*



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*you made the authority in your life?’ First, it was my teachers because I got no attention at home as a kid. Then it was my customers.*

**You set me free.**

*Now, life is easier. I am my own authority. I am in control of my life and my time and am enjoying life more. I’m not afraid of change any more. I trust and allow.*

*Now I give myself permission not to care what other people think. And it’s not my job to fix people’s problems.*

**And, finally . . .**

*Since our last session, I sold a block of my business and divested a client who was taking advantage of me. I take nights and weekends off (that makes my husband happy) and . . . increased my revenue!*

*It’s crazy! How could your simple approach be that life-changing?*

## **REFRAME:**

The solution is not to work harder. Because working harder is like wrestling with a hippo:



It’s exhausting. And it burns energy that is better used elsewhere.

The thing is too big to fight and too big for you to defeat without a powerful strategy.

More on that later.

But first . . .



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## MISTAKE #4

### We deal with the symptoms rather than the underlying causes of self-doubt.

Confession of another high-achiever:

*“You’re afraid the fraud squad is going to get you. Yet you don’t deal with the underlying issues. It’s as though you think it’s going to take care of itself on its own. It doesn’t.”*

Unfortunately, feeling that we’re a fraud bleeds into our performance. It will infect everything we think, feel and do.

If you think that self-doubt fades away the higher you rise in life, the corporation, or success in your own business, that is not so. In fact, unless dealt with, success often exacerbates self-doubt because it sets a new higher standard for achievement.

### REFRAME:

Imposter Syndrome springs from a deep human need to be safe and to belong.

There was a time in our past, long, long ago, when loyalty to the tribe was essential to our survival. If the tribe didn’t approve of us, we risked getting kicked out of the group and that could be a death sentence.

Eons later, we still hold that thought in our deepest cellular memory.

More recently in our history, the lack of confidence can be traced back to our early years when we had to conform in order to please the adults in our life.

And that’s a whole other conversation . . .





## MISTAKE #5

The biggest mistake is the failure to acknowledge the full impact and cost of the problem.

### ASK YOURSELF:



What is self-doubt costing me?

What is the full financial cost in lost revenue, lost productivity, lost opportunity, and lost innovations?

Most importantly, what is the cost in lost happiness, peace of mind and freedom?

## SO, WHAT'S THE SOLUTION?

Most methods make dealing with your issues difficult and long-drawn-out.

Not mine. Remember Ali . . .?



"FLOAT LIKE A BUTTERFLY. STING LIKE A BEE."





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## BREAK FREE SYSTEM™

My proprietary **BREAK FREE SYSTEM™** is tailored to the high-achieving woman business owner.

It utilizes the mind-body connection to reprogram thinking that produces unhappiness and lack of confidence, even in the most capable of individuals.

This system dissolves negative emotions, traumas, and patterns, freeing you from the shackles of self-doubt.

The subconscious clearing technology I use was developed by a brilliant MIT-trained software engineer who helped to create the modern Internet.

It differs from other practices in that it treats the mind like a computer that is infected with a software bug. (As you know, we can't rewrite a computer code by writing on the monitor. 😊 We need to get into the subconscious code.)

It's a more direct approach than hypnosis, meditation or mindfulness, and therefore quicker and much more efficient.

Best of all, the changes are permanent.

If you are ready to end the struggle, email me at [mia@miadoucet.com](mailto:mia@miadoucet.com). Let's explore if we're a match.

**SEND MY BREAK FREE APPLICATION FORM**

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~ Sarah Picard, Co-Owner and Creative Director, Norcard Enterprises



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## ABOUT MIA DOUCET

### **Then . . .**

My early career spanned the fields of education, travel, and human resources (manufacturing and banking industries).

Later, in business for myself as a coach, consultant and mentor, I worked with Fortune 100 and Fortune 500 firms that design, engineer and manufacture on a global scale. (People thought this strange, but I particularly enjoyed the high stress, high strung, high testosterone Tier I and Tier II automotive sector!)

We multiplied sales revenue by aligning the company's technical teams with their business development efforts, through deep customer engagement.

At the urging of Siemens VDO, my consulting eventually focused on increasing profits in China, Japan and South Korea.

When the worldwide financial crisis of 2008 triggered cancellation of one contract after another, I decided to turn to my first love, energy psychology. Why wait until retirement to do the work I was meant to do?

### **And now . . .**

I now specialize in creating quick, positive changes in your life for a tiny fraction of what other methods cost in time and money.

**SEND MY BREAK FREE APPLICATION FORM**