



RETHINKING IMPOSTOR SYNDROME™

I have written eleven books, but each time I think, 'Uh oh, they're going to find out now. I've run a game on everybody, and they're going to find me out.'

MAYA ANGELOU

No matter what we've done, there comes a point where you think, 'How did I get here? When are they going to discover that I am, in fact, a fraud and take everything away from me?'

TOM HANKS

You think, 'Why would anyone want to see me again in a movie? And I don't know how to act anyway, so why am I doing this?'

MERYL STREEP

Very few people, whether you've been in that job before or not, get into the seat and believe today that they are now qualified to be the CEO.

HOWARD SCHULTZ

Millions of capable people around the world — men and women — secretly worry they're not as bright, talented or qualified as everyone *thinks* they are. It's called impostor syndrome — and the Rethinking Impostor Syndrome™ solution is the cure.

Impostor-related feelings lead to unproductive behaviors like holding back, chronic procrastination, self-sabotage, and burnout.

Left unchecked, impostor syndrome is costly not just for individuals, but for organizations as well.

As a Licensed Associate of Impostor Syndrome Institute, I offer the same Rethinking Impostor Syndrome™ program that's been delivered to over 500,000 people around the world.





Rethinking Impostor Syndrome™

Core Messages

The Need

Impostor syndrome isn't just an "interesting self-help topic." It's a bottom line issue. Impostor-related thoughts and feelings lead to unproductive behaviors which are costly to individuals and their organization. If you lead, manage, mentor, consult to, or train others, you need to understand impostor syndrome.

Join the Club

A 2017 study of UK executives found 80 percent of CEOs and 81 percent of managing directors sometimes feel "out of their depth" and that they're struggling with their role. They're not alone. An estimated 70 percent of achievers — men and women — have experienced impostor syndrome. Discovering a name for these all too common feelings is the first step.

Consider the Source

Rethinking impostor syndrome requires less psychologizing and more contextualizing. When we focus solely on the role family messages and expectations play in fostering impostor syndrome, we miss the ways in which situational, career, and organizational factors can also fuel self-doubt. Seeing our individual experience in a broader context helps normalize and mitigate it.

Diversity & Inclusion

A sense of belonging fosters confidence. Conversely, the fewer people who look (or perhaps sound) like us, the less confident we may feel. People who also belong to a group for whom there are stereotypes about competence, are especially susceptible to impostor syndrome. Stereotypes matter because the fear of confirming a negative stereotype — whether related to gender, race, class background, age, or disability — has been found to cause stress which in turn negatively impacts performance.

The Solution

The goal is not necessarily to cure impostor syndrome. Rather it's to give people the practical, immediately usable information, insight, and tools they need to talk themselves down faster.

People who don't feel like impostors are no more intelligent, capable, or talented than the rest of us — they just think different thoughts. More specifically, "humble realists" think differently about three things: Competence, failure/mistakes/criticism, and fear itself.

Naturally what people want is to stop feeling like an impostor. But that's not how it works. Feelings are the last to change. The only way to stop feeling like an impostor is to stop thinking like an impostor. Fortunately humble realist thinking can be learned — and supported in the organization.





The Rethinking Impostor Syndrome event is still ringing in people's ears! The presentation has touched our company in so many ways.

Crystal Chea, Associate Director of Logistics, HELLOFRESH US

If You Lead, Manage, Mentor, or Teach Others Then You Need to Understand Impostor Syndrome

Corporate Clients

We understand the need for a highly practical, solution-oriented approach to address impostor syndrome in the workplace. This highly relatable advice has been shared with tens of thousands of executives, managers, and professionals at these and other companies in North America, South America, Europe, Asia, the Middle East and Africa.





Over 500,000 people around the world in the US, Canada, Africa, Asia, and Europe have attended this surprisingly upbeat and highly solution-oriented program.

Institutes and Government

Broad Institute
CIFAR (Canada)
Martinus Center
MIT Lincoln Laboratory
H. Lee Moffit Cancer Center and Research Institute
NASA Goddard Space Flight Center
National Cancer Institute
Scripps Research Institute
Space Telescope Science Institute
Stowers Institute
U.S. Consulate, Vancouver, BC

Law Firms/Legal

Frost, Brown, Todd LLP
Holland & Knight LLP
Katten LLP (Chicago, DC, & LA offices)
King & Spalding LLP
Manatt, Phelps, & Phillips LLP
McKenna, Long, & Aldridge LLP
O'Melveny and Myers LLP
Willkie Farr Gallagher LLP
Winston and Strawn LLP
Skadden Arps LLP
Mintz, Levin, Cohn, Ferris, Glovsky and Popeo, P.C.
Connecticut Bar Association
Law Society of British Columbia
Utah Women Attorneys
Delaware Bar Association





This absorbing presentation not only enriched but also helped to renew the commitment of faculty leaders — from deans, chairs, senate members, equity advisors, to graduate mentors — to build and sustain a culture of inclusive excellence at UCI.

Douglas M. Haynes, Ph.D., Associate Professor and Associate Vice Provost for Equity and Diversity, UNIVERSITY OF CALIFORNIA, IRVINE

Over 100 Colleges and Universities in the US, UK, Japan, Canada, and Europe

- Alfred University
- Amherst College
- Bentley College
- Boston University*
- Brentwood College Preparatory
- Brown University
- Cal Tech
- Carnegie Mellon University*
- Case Western University
- Claremont McKenna College
- Clarkson University
- Colby College*
- College of New Jersey
- Colorado School of Mines
- Connecticut College*
- Cornell University*
- Columbia University
- Dalton School (private college preparatory)
- Dartmouth College
- Duke University
- Emory University
- Georgetown University
- Harvard University
- Indiana University Medical School
- Johns Hopkins University
- Louisiana Tech
- Macalester College
- Marshall University
- Meharry Medical College
- Miami University
- MIT
- Michigan State University*
- Michigan Technical University
- Mount Holyoke College
- New Jersey Institute of Technology
- NYU Medical School
- Northern Arizona University
- North Dakota State University
- Northeastern University
- Oakland University Medical School
- Ohio State University
- Ohio University
- Okinawa Institute of Science and Technology Graduate University
- Oregon State University
- Oxford University (UK)
- Pennsylvania State University
- Prairie View A&M University
- Princeton University
- Rensselaer Polytechnic University*
- Rhythmic Music Conservatory (Denmark/Rutgers University)*
- Simon Fraser University
- Smith College
- Southern New Hampshire University
- Stanford University*
- State University of New York
- Syracuse University
- Texas A&M University College Station
- University of British Columbia
- University of California at Irvine, Davis, Santa Cruz, Berkeley, San Francisco
- University of Colorado
- University of Connecticut
- University of Copenhagen
- University of Hartford
- University of Houston
- University of Illinois
- University of Iowa
- University of Kansas
- University of Kentucky
- University of Louisville
- University of Maryland
- University of Massachusetts Amherst* and Lowell*
- University of Michigan*
- University of Minnesota University of Missouri
- University of New Hampshire
- University of North Carolina*
- University of Ohio
- University of Oklahoma
- University of the Pacific*
- University of Pennsylvania
- University of Pittsburgh
- University of Texas Austin and Tyler
- University of Utah
- University of Virginia
- University of Washington
- University of Wisconsin
- Wake Forest University
- Wayne State*
- Western University
- Woods Hole Oceanographic Institute
- Worcester Polytechnic Institute
- Wright State University
- Yale University

**Faculty development session*





Over 600 people registered for the Webinar and based on attendee evaluations ranks as one of our most highly rated presentations.

Peter M. Finn, Director of Learning & Development, SOCIETY OF WOMEN ENGINEERS

Associations and Nonprofits

- Alberta Business Women (Entrepreneurs)
- Alliance of Comprehensive Planners
- American Association for Marriage & Family Therapy
- American Chemical Society
- American Institute of Chemical Engineers
- American Society for Mechanical Engineers
- American Society for Microbiology
- Association of Psychological Sciences/Women in Cognitive Science
- Association of Women in Science
- Big Careers, Little Kids
- California Girls State
- Connecticut Bar Association
- Connecticut Chapter Romance Writers of America
- Delaware State Bar Association
- Helena Women's Leadership Network
- International Association of Venue Managers
- Law Society of British Columbia
- Leadership Alliance
- Massachusetts Library Association
- Men of Color in STEM Symposium, Cornell University
- Michigan American Council on Education
- Michigan Women Psychologists
- Minerals, Metals, and Materials Society
- Montana Association of Female Executives
- National Association of Social Workers
- National Lung Cancer Partnership
- Newfoundland & Labrador Organization of Women Entrepreneurs
- North Carolina Chamber of Commerce
- Professional Secretaries International
- Russian Managers Association
- Romance Writers of America
- Scientistas
- Smith Executive Education for Women
- Society of Women Engineers
- Silicon Valley Tech Forum
- UK College of Policing
- Western Bankers Association
- Women Engineering Program Advocate Network
- Women's Enterprise Center, British Columbia
- Women's Enterprise Center, Manitoba
- Women Entrepreneurs of Saskatchewan
- Women's Fund of Western Massachusetts
- Women in Commercial Real Estate
- Women in Manufacturing
- Women in Trucking
- Women in Cable Telecommunications
- Women of Vision (Optometrists)
- Visibility STEM Africa
- YWCA of North Central Indiana





Strategies for Organizations on a Budget

Clients who initially thought it was unaffordable to bring *Rethinking Impostor Syndrome*™ to their organization have found a variety of creative ways to make it happen.

Corporate

Women's Employee Resource Groups can co-sponsor an engagement with other ERGs, e.g. employees of color, veterans, employees with disabilities, single/working parents, new hires, older employees, etc.

Law firms and other professional service providers can take advantage of the multiple session discount to offer a general continuing education program as well as separate sessions for first-year attorneys, women, or attorneys of color, and/or a client appreciation/networking event.

Professional Associations and Nonprofits

To offset costs you might:

- Charge members and/or non-members a fee to attend and use as a fundraiser
- Partner with one or more corporate/business sponsors
- Host a book signing and sell books at a profit

Higher Education

Tap one or more of these campus office or associations for partial funding:

- Office of diversity/inclusion
- Office of student, graduate students, or postdoc scholars affairs
- Graduate student organization/union
- Provost office
- Faculty development
- Women's center
- International student affairs or student organization
- Multicultural student affairs
- Office of disability services
- Career center
- Alumni affairs (offer an evening program for local alums)
- Mental health/wellness center
- Staff training and development
- Women and/or minorities in science/engineering program
- Campus or local chapter of Society of Women Engineers, SACNAS, Society of Black Engineers, etc.

For a nominal additional fee, multiple programs can be scheduled for different audiences.





Rosann Santos, CPC



Rosann Santos is a dynamic leader with an impressive career spanning over 25 years in higher education, public speaking, coaching and leadership training.

An ICF certified coach, Rosann leverages her clients' strengths to propel them forward on their personal and professional journeys. Her fluency in both English and Spanish, coupled with exceptional communication skills, sets her apart in any setting. Rosann's unique ability to empower, enlighten, and embolden audiences and clients encourages them to embrace a strengths-based perspective, fostering personal and collective growth.

Beyond her professional achievements, Rosann takes immense pride in her local community. One of her biggest strengths is her ability to build meaningful and high impact relationships for the betterment of her community. She sits on the boards of the LION Charter School, 100 Hispanic Women, the Syracuse University Multicultural Advisory Board, and her sorority. Finally, she is a proud member of the "Sandwich Generation" raising her teenage son while caring for her mother.

At A Glance

Credentials

- Imposter Syndrome Informed Coach
- Rethinking Imposter Syndrome Licensed Speaker
- StrengthsFinder Certified Coach
- Bilingual, English & Spanish
- FranklinCovey Senior Consultant
- Toastmaster
- Maxwell Leadership Coach/Speaker
- Maxwell DISC Certified

Expertise

- 7 Habits of Highly Effective People
- 4 Disciplines of Execution
- Unconscious Bias
- Speed of Trust
- Time Management & Goal Setting

Proudest Moments

- Lost 100 lbs and kept it off
- Raised \$130,000 for endowed scholarship during the pandemic
- Published essayist

Education

Bachelor of Arts – Syracuse University
Master of Arts – University at Albany

Top 5 Strengths

Woo | Includer | Communication
Ideation | Arranger

Maxwell DISC

Influencing | Steady