A psychological pattern of behavior where people doubt their accomplishments and have a persistent, internalized fear of being exposed as a fraud. Originally thought to apply only to high-achieving women, it has become widely recognized as applicable to anyone. If unaddressed, impostor syndrome can reduce self-confidence, cause stress, anxiety, exhaustion and even depression—all of which has a negative impact on health, well-being, relationships and career prospects.

70% of people will experience impostor syndrome at least once in their lives.

**FIGHTING IMPOSTOR SYNDROME**

**What is impostor syndrome?** People who've experienced impostor syndrome.

**Signs and symptoms of impostor syndrome:**

- Fear of failure
- Negative self-talk
- Dwelling on past mistakes
- Feelings of inadequacy and self-doubt
- Terror of being 'found out'
- Perfectionism
- Procrastination
- Overpreparing

**Why does it matter?**

**How to beat impostor syndrome**

1. Keep examples of your good work or great feedback to give yourself a boost when you're feeling low.
2. List your achievements.
3. Be aware when your internal voice starts highlighting your shortcomings. Shut it down by choosing to focus on facts rather than fears.
4. Manage your inner critic. Say a simple 'thank you', rather than deflecting the praise.
5. Learn to accept compliments.
6. Share your feelings with trusted friends and co-workers. There's truth in the cliché that 'a problem shared is a problem halved'.
7. Ask for help. There's a big difference between 'I can't do that' and 'I can't do that yet.'
8. Adopt a growth mindset. Channel the fear to drive you out of your comfort zone. Take on new challenges and learn as you go.
9. Embrace it.

**Albert Einstein (Scientific Genius) John Steinbeck (Nobel Prize-Winning Author) Meryl Streep (Oscar-Winning Actress) Tom Hanks (Award-Winning Actor and Director) Sheryl Sandberg (Technology Leader) Serena Williams (Tennis Champion)**