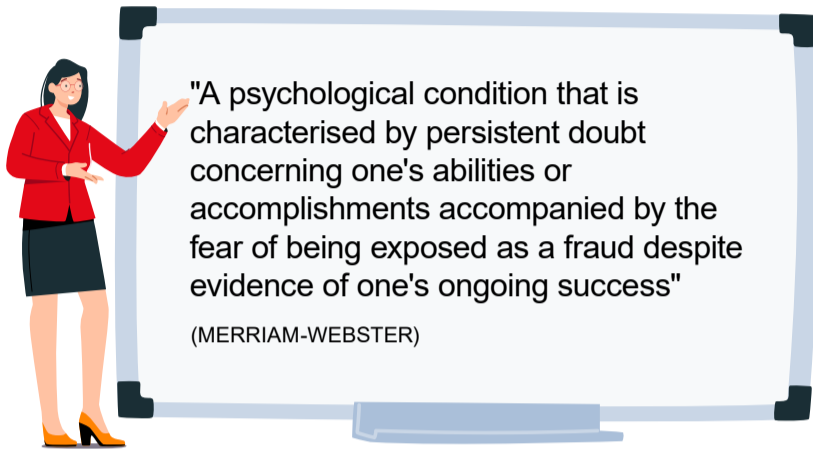


# How To Be Your Own Best Advocate



PRESENTER  
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## Women & Imposter Syndrome



Men apply for jobs when they meet

**60%**  
of the criteria

Women only apply when they meet

**100%**

(HBR, 2014)

- High-achieving women experienced imposter syndrome in its most intense form
- The relationship between imposter syndrome and women was far closer than with men
- Over two-thirds of women experience imposter syndrome (compared to just over half of men)

## The Imposter Cycle

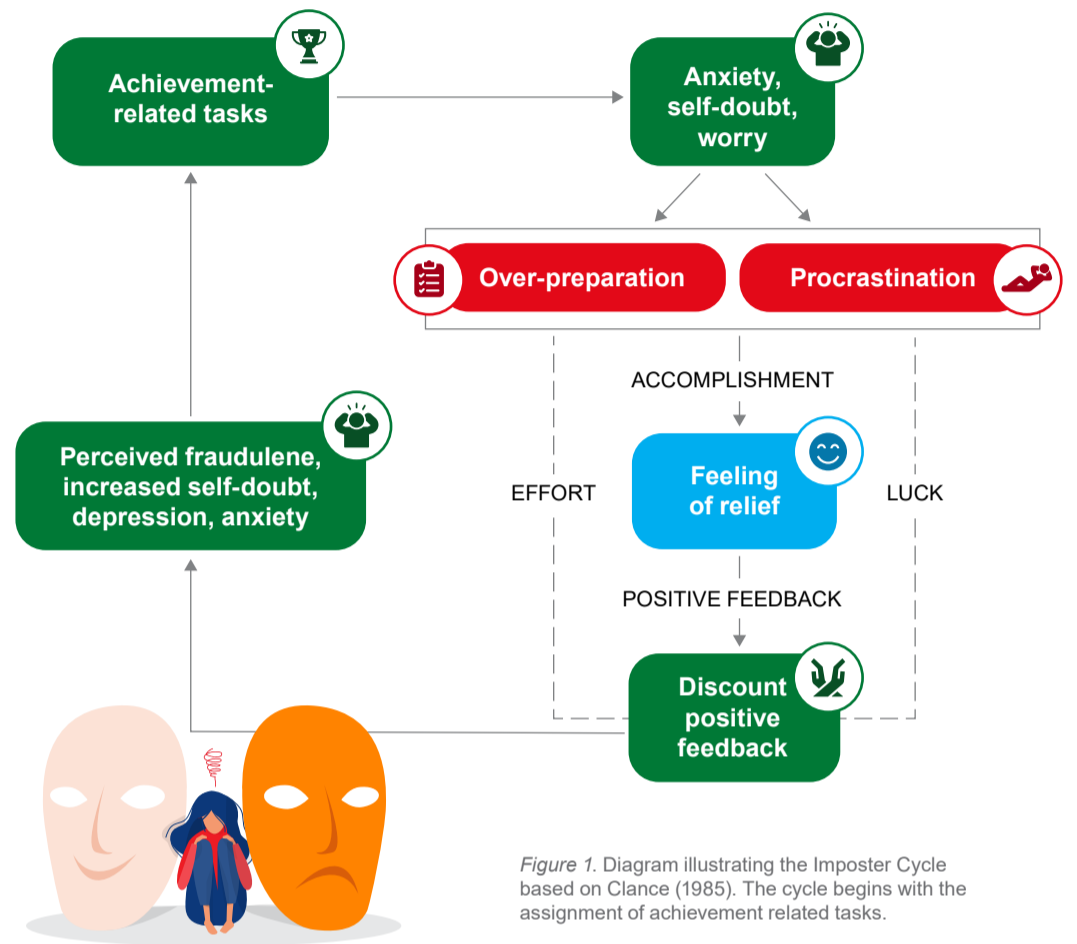


Figure 1. Diagram illustrating the Imposter Cycle based on Clance (1985). The cycle begins with the assignment of achievement related tasks.

## Turn Imposter Syndrome into your Signature Strength!

- ✓ It keeps you in a learner mindset
- ✓ It increases adaptability
- ✓ It keeps you open to feedback
- ✓ It protects you from "de-railing"



## Which Imposter Syndrome Profile Are You?



**The Fraud**

You feel that to be worthy of success, you must know more. You often compare yourself with others, causing you to freeze up and take no action in fear of being "caught out".



**The Lucky**

You believe that any success you've achieved up until this point isn't because you're capable, clever, or even deserving. You hold yourself back and don't apply for opportunities, thinking that your best days are behind you.



**The Perfectionist**

You believe that to experience success, everything must be perfect. This presents itself in your business as procrastination. You believe that once the plan is perfect, your action will achieve perfection. The problem is, often the action doesn't come.

## Master this Sneaky Syndrome

We experience imposter syndrome:

- in times of transition
- when we're outside of our comfort zones

How can you overcome imposter syndrome?

