

Women in Wine



New Zealand Wine

DEVELOPMENT SERIES

Connect. Inform. Change.

**Crushing Imposter Syndrome
with Trish Lui**

nzwine.com/womeninwine

Imposter Syndrome – what we'll cover

- What is it?
- Who experiences it?
- Symptoms
- Tips and tricks on how to **CRUSH** it!!
- Some other perspectives



Imposter Syndrome – what is it?

- The fear that the people around you are going to figure out that you don't know what you're talking about and expose you as a fraud.
- It's the feeling that everyone else knows exactly what they're doing, but you feel lost.
- It isn't a diagnosis or a medical problem, but a pattern of thinking that can lead to self-doubt, negative self-talk and missed opportunities
- Also known as the inner critic. It's just a story we're telling ourselves, and is not true
- Dr Susan Albers, Psychologist, Cleveland Clinic

Imposter Syndrome – who experiences it?

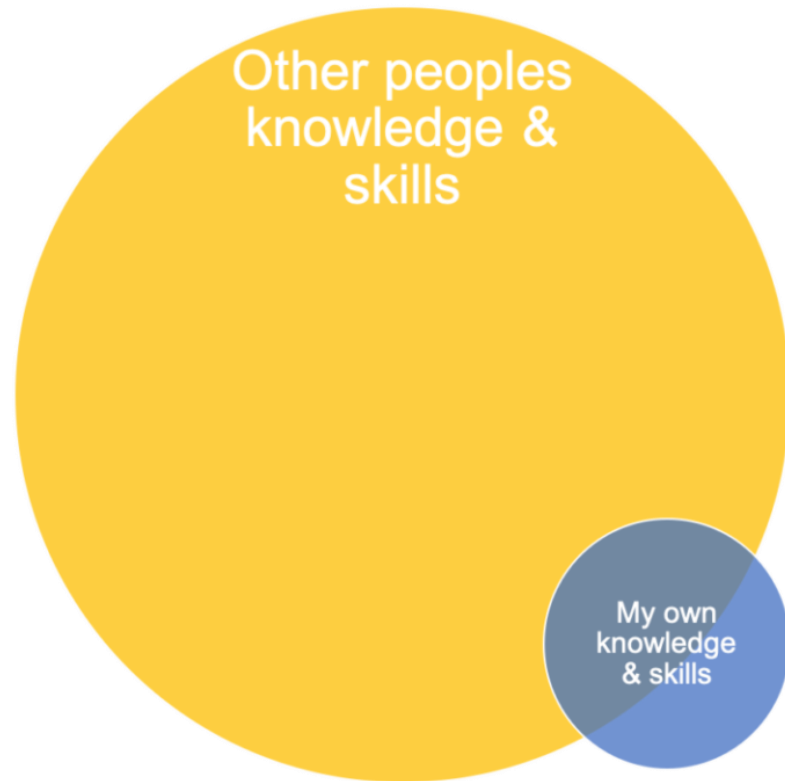
- Original study in 1970s was around high achieving women who had trouble attributing their own success to themselves
- Today around 7 in 10 adults experience it at some point, including men and women
- Often people who are hard workers, high achievers and perfectionists most likely to feel like frauds
- Dr Susan Albers, Psychologist, Cleveland Clinic

Imposter Syndrome – symptoms

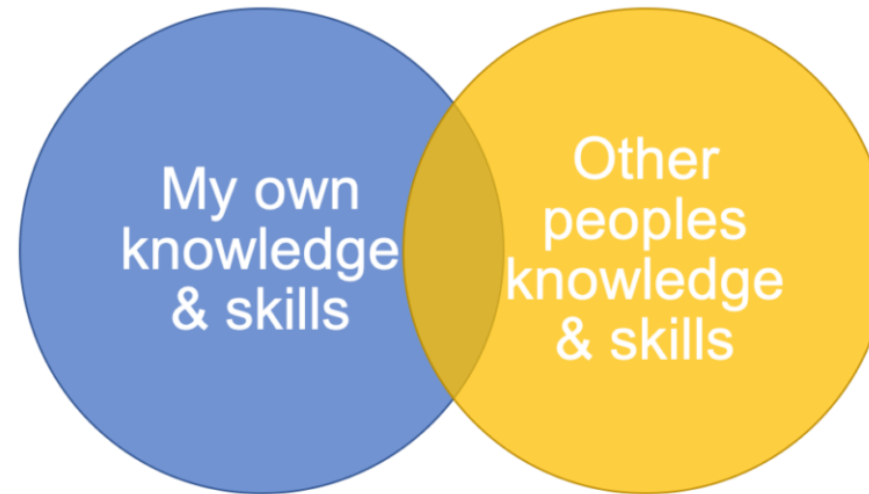
- Crediting luck or other reasons for success
- Fear of being seen as a failure
- Feeling that overworking is the only way to meet expectations
- Feeling unworthy of attention or affection
- Downplaying accomplishments
- Can hold us back from reaching attainable goals

• Dr Susan Albers, Psychologist, Cleveland Clinic

The mean brain says...



...but in actual life:



Imposter Syndrome – how to CRUSH it!



We need to:

1. Notice it!
2. Challenge it!
3. Reframe it!

Imposter Syndrome – how to CRUSH it!



- 1. Focus on the facts** - look for evidence. Start a hype file
- 2. Challenge limiting self-beliefs** – dial down the inner critic. Dial up the inner champion/coach and feed her. Have a go-to mantra
- 3. Claim and aim your strengths** – identify your superpowers and magnify them
- 4. Talk about it** – share your feelings with trusted friends/colleagues
- 5. Build a network** – for affirmation and support. Get a mentor, sponsor or coach, or professional help if you need it
- 6. Learn and take action** – doing something stops paralysis. Adopt a growth mindset – we learn as much from failure as success

Imposter Syndrome – other perspectives

- Feeling like an outsider isn't necessarily a result of imposter syndrome. In some cases it can occur because of discrimination or exclusion based on systemic bias
- For many women, feeling like an outsider isn't an illusion — it's the result of systemic bias and exclusion.
- The answer to overcoming imposter syndrome is not to fix individuals, but to create an environment that fosters a number of different leadership styles and where diversity of race, ethnicity, and gender identities are valued and viewed as professional as the current model.
- ['Stop Telling Women They Have Imposter Syndrome'](#) by Ruchika Tulshyan and Jodi-Ann Burey, Harvard Business Review; and podcast with Brené Brown

What will you do?

- Identify one key learning and one action you will take away to build your confidence and crush imposter syndrome
- Put in the chat

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