

4 Tips for Combatting Imposter Syndrome for Success

with Ryane LeCesne, Master Your Mindset Coach



- Embrace the 80 for the 20 rule.
 - This is the belief that 80% of your results come from 20% of your efforts. Why is this important? Because perfectionism and Imposter Syndrome go hand-in-hand. If you can embrace this long-held philosophy, it can help you assess whether that additional bit of effort is worth the (likely) minimal result from it.
 - One of the places that imposter syndrome rears its ugly head is when we believe that we are not worth it unless it is perfect. And managing against this belief is important now more than ever because we are bombarded by and expected to do more things than ever before. This is in terms of messages that we receive, platforms we are expected to be on, or the sheer number of emails we are expected to digest in any given day.
 - This goes back to the definition of imposter syndrome. If we cannot believe that our efforts are what gets us our returns, and especially when we are perfectionists, we think that we have to get it all exactly right in order to realize our success. To which we say in today's world, this is an impossibility. Even for the world's highest performers.
- Be brave enough to step outside the box.
 - We have to get over this notion that before we make any moves, we have to be able to fully embody the next role. This is simply not the case. As women, we are super familiar with this - there is a stat that women will not apply for jobs unless they believe they can do 100% of the job description. Men will apply if they can do 60%. Having the confidence in our experience and abilities to date, as well as the belief that we are resourceful enough to learn and figure it out is extremely important to combatting imposter syndrome. (And oh by the way, job descriptions are notoriously written for the unicorn vs. the majority of us that fall below that as human beings!)
 - We are big fans of talking about just doing the next thing or knowing the next thing. How do you eat an elephant? One bite at a time. Imposter syndrome boxes us in when we start telling ourselves that we are not enough or don't know enough and keeps us where we are vs. what is possible for us to achieve.
 - It can be REALLY freeing to state OUTLOUD that you do not know everything. The most successful people in the world do not profess to know it all. They surround themselves with people that can help them get there because they know that they cannot possibly know every single thing there is to know about everything. We need other people to achieve our hopes and dreams, especially when we want to grow, scale our businesses, or reach the height of our careers.
- Become a life-long learner.
 - Instituting a practice of always learning and experiencing new things is a tremendous asset to getting away from imposter syndrome because it builds your confidence in new areas and broadens your experience and perspective.
 - On the other side of this, we also talk about learning with intention. If we try to tackle too many things at once, we can get overwhelmed and guess what comes back? imposter syndrome. This goes well with the previous point about doing the next thing - if we learn with end goals in mind, we are able to continue to make progress and it also makes it faster to achieve what we are after.
- Get in front of managing change.
 - You've heard the expression, the only constant in life is change. We can get on board and get in front of it, or we can become overwhelmed and spend time with our old friend imposter syndrome as a result of putting our head in the sand and avoiding it.
 - If our world has taught us nothing since COVID, it has highlighted this as fundamental truth. But whether you are one of those people that love change or one that avoids it all costs or anything in between, change has to be managed in the journey against imposter syndrome and the path to achieving your hopes and dreams.
 - We are not trying to minimize the rate at which change occurs these days or the feeling that just when you get used to something it changes. What we are saying here is that if you can get in the mindset that things shift and that change can be managed effectively so that you can achieve what you set out for, that is much more empowering than thinking that you just have to ride it out.