

## TAKE CONTROL OF YOUR STORY

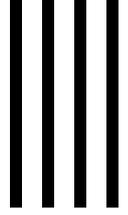
### *Extract from Conquer Your Imposter™*

The most critical step in overcoming Imposter Syndrome is to take control of the story you tell yourself. This can also be the most challenging step for many high performers, as they prefer to focus on the other actions. In fact, many clients I've worked with would rather do a million other actions than tackle this one, because it can be confronting. We can be in denial about the fact that this negative story has been ruling our lives. This is the benefit of working with an expert coach - we already have the experience, tools, case studies, and platforms, and we can guide you through every step. But when it comes to conquering Imposter Syndrome, it's not just the steps you take; it's the order in which you take them that ensures you make meaningful, measurable, and lasting change.

We need to move from your Imposter story, driven by self-deprecating and untrue language, to a new true story grounded in evidence that reaffirms self-belief and self-mastery. This isn't toxic positivity or "woo-woo"; it's science.

Your new story is your ***"Evidence-Based Statement."*** Here's how it works:

- **Identify the old story.** Reflect on the narrative you've been telling yourself. What are the recurring themes? Perhaps it's "I'm not smart enough," "I'm just lucky," or "I'll never be as good as them." Write these down to bring them into the light.
- **Redirect the story.** Using the evidence available to you (*evidence you've long been ignoring like current success, results, awards, experience, feedback, and so on*), craft a new true narrative that reflects your strengths, accomplishments, and potential **anchored in self-worth first.**



Here's an example:

*'I'll never be as good as them' can be redirected to...*

*I have unique strengths, and **I belong** in this room. Any other knowledge or skills can be acquired as I go.*

***I deserve** to be here and have nothing to prove. I'll do the best I can and seek help when I need it.*

***My voice matters**, and I have valuable information to contribute. I'll share my views and seek feedback as needed.*

Now it's your turn to craft your new statement.

## MY EVIDENCE BASED STATEMENT

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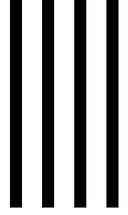
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- **Reinforce the new story.** Repeat this new narrative to yourself, not as a passive mantra but as an active intentional reminder of your truth. *This is the science of self-talk in action.*

This process is transformative because it reconnects you with your self-worth, allowing you to step forward as your most authentic and confident self regardless of how you gender identify.

Evidence based statements should evolve and be updated as you evolve, grow, progress and scale.

Continue to build your bank of EVIDENCE and reflect on it. Conquering Imposter Syndrome is not about 'achieving success' - you must internalise the success and reaffirm your own competence and belonging. You've earned your place in whatever room you find yourself in.

For more expert insights and tools - ***Conquer Your Imposter™*** is available wherever you like to buy your books in print, kindle or audio.

Thank you and go forth and conquer!

*Alison Shamir.*