

**GO ON,
FAKE IT
TILL YOU
MAKE IT**



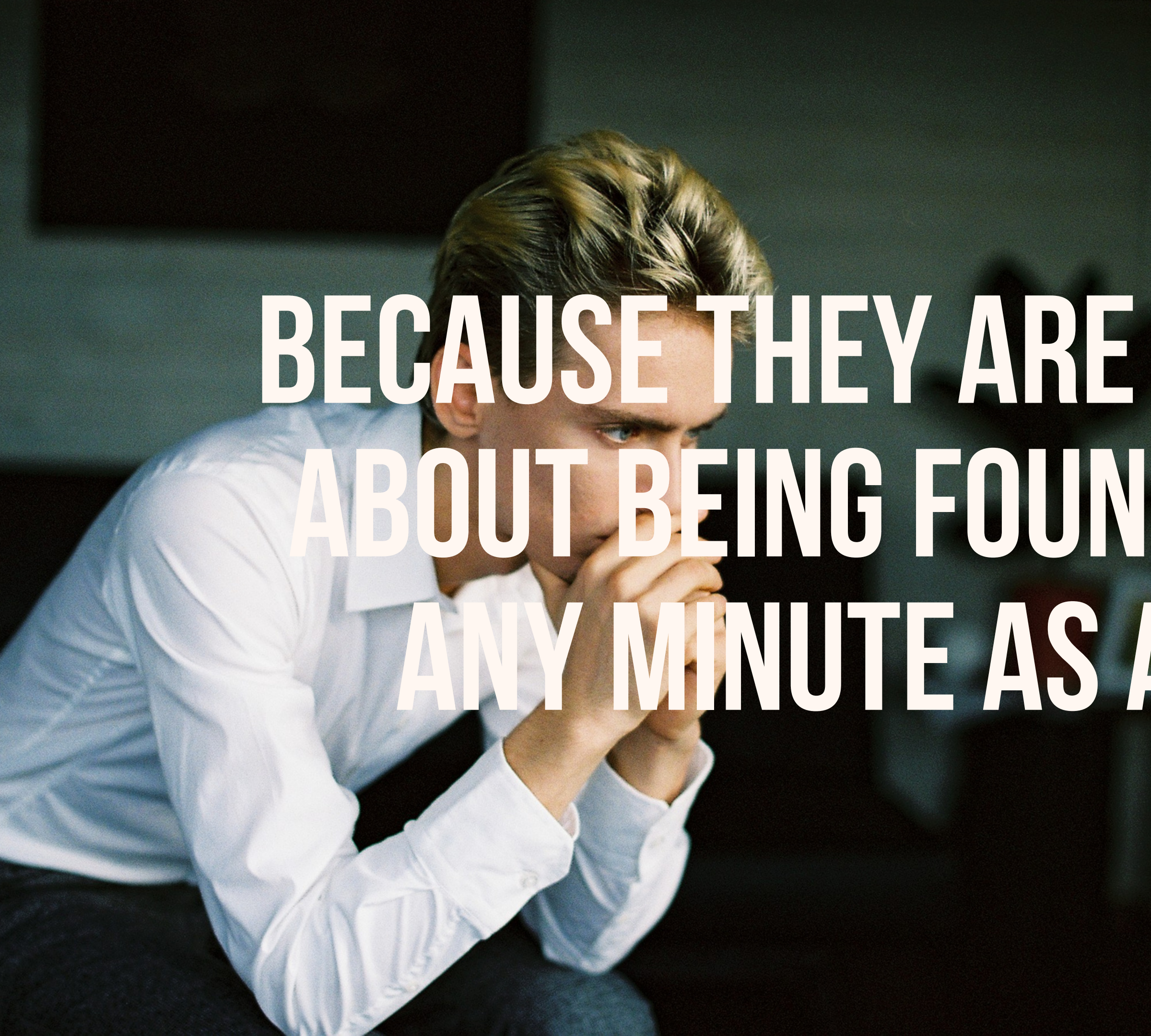
**IV'E MADE IT
BUT I'M STILL
FAKING IT.
NOW WHAT?**



**MANY SUCCESSFUL SENIOR
EXECUTIVES STRUGGLE
WITH GUILT, FEAR AND LOW
CONFIDENCE.**

WHY



A young man with light brown hair, wearing a white long-sleeved shirt, is shown from the chest up. He is leaning forward with his hands clasped together near his chin, looking down and to the right with a nervous or anxious expression. The background is dark and out of focus. The image is split vertically by a pinkish-red line on the right side.

**BECAUSE THEY ARE NERVOUS
ABOUT BEING FOUND OUT AT
ANY MINUTE AS A FAKE**

THEY ARE PLAGUED WITH THE
"IMPOSTER SYNDROME"

IMPOSTER SYNDROME REFERS TO A PSYCHOLOGICAL PATTERN IN WHICH AN INDIVIDUAL DOUBTS THEIR OWN ACCOMPLISHMENTS AND HAS A PERSISTENT FEAR OF BEING EXPOSED AS A FRAUD OR "IMPOSTER." DESPITE EXTERNAL EVIDENCE OF THEIR COMPETENCE, INDIVIDUALS WITH IMPOSTER SYNDROME BELIEVE THAT THEY HAVE SOMEHOW DECEIVED OTHERS INTO THINKING THEY ARE MORE SKILLED OR INTELLIGENT THAN THEY ACTUALLY ARE.

**THIS IS A PSYCHOLOGICAL MALADY
COMMON AT EVEN THE HIGHEST
LEVELS OF THE MOST SUCCESSFUL
CORPORATIONS IN THE WORLD**

**HAPPENS TO BOTH MALE AND FEMALE
EXECUTIVES IRRESPECTIVE OF
TALENT, SKILLS, EDUCATION, SOCIAL
BACKGROUND AND EXPERIENCE.**

**IF NOT OVERCOME CAN LEAD TO POOR
DECISION MAKING, ILL HEALTH,
DESTRUCTIVE HABITS, LOSS OF CONFIDENCE,
POOR SELF-ESTEEM AND DETERIORATING
PERSONAL RELATIONSHIPS**

- ACCORDING TO A 2020 SURVEY BY THE INTERNATIONAL COACHING FEDERATION, 64% OF RESPONDENTS REPORTED EXPERIENCING IMPOSTER SYNDROME AT SOME POINT IN THEIR CAREERS.
- A 2019 STUDY BY KPMG FOUND THAT 75% OF FEMALE EXECUTIVES HAD EXPERIENCED IMPOSTER SYNDROME AT SOME POINT IN THEIR CAREERS.
- A SURVEY OF OVER 1,000 U.S. SENIOR EMPLOYEES CONDUCTED BY LINKEDIN IN 2018 FOUND THAT 70% OF RESPONDENTS REPORTED EXPERIENCING IMPOSTER SYNDROME.
- A 2019 SURVEY OF 2,500 SENIOR WORKING PROFESSIONALS BY INDEED FOUND THAT 33% OF RESPONDENTS REPORTED FEELING LIKE AN IMPOSTER.
- A 2018 STUDY PUBLISHED IN THE JOURNAL OF VOCATIONAL BEHAVIOR FOUND THAT IMPOSTER SYNDROME WAS SIGNIFICANTLY ASSOCIATED WITH JOB BURNOUT AMONG U.S. WORKING ADULTS.

**SOME
NUMBERS ...**

THIS IS NOT LIVING A FULL LIFE.

**THIS CAN BE OVERCOME WITH THE RIGHT
STRATEGY, GUIDANCE AND SUPPORT.**

I KNOW BECAUSE I HAVE HELPED
EXECUTIVES FROM ALL OVER THE WORLD
THROUGH THE IMPOSTER SYNDROME TO
ACCEPT THEMSELVES, BE AT PEACE WITH
THEIR SUCCESS AND BECOME
COMFORTABLE IN THEIR OWN SKIN.

**DON'T SUFFER ALONE AND IN SILENCE.
THERE IS NO NEED TO.**

LET'S DO SOMETHING AWESOME TOGETHER

| PRACTICAL | INSPIRING | ACTIONABLE DEVELOPMENT |

**HAVE WORKED WITH EXECUTIVES FROM AROUND
THE WORLD IN HELPING THEM DEVELOP THE
PSYCHOLOGICAL AND EMOTIONAL SKILLS
REQUIRED TO SUCCEED IN BUSINESS AND IN LIFE.**

10 ONE HOUR ONE-ON-ONE VIRTUAL DEVELOPMENT SESSIONS TO GET YOU TO A BETTER FUTURE.



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EMAIL: NORMMURRAY@NSTRATAGEM.COM

WHATSAPP (UK): +44(0)7522260195

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