

The Imposter In The Room

LGMA WILG




I M P O S T E R

Cat Matson

 formerly Brisbane's Chief Digital Officer

 Speaking with Confidence podcast

 Martinis + black coffee



“

“Imposter syndrome is a psychological occurrence in which people **doubt** their skills, talents or accomplishments ...

and have a persistent internalised fear of being **exposed as frauds.**”





“

I'm not

good

smart

qualified

experienced

ENOUGH

”

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expectation
of admiring

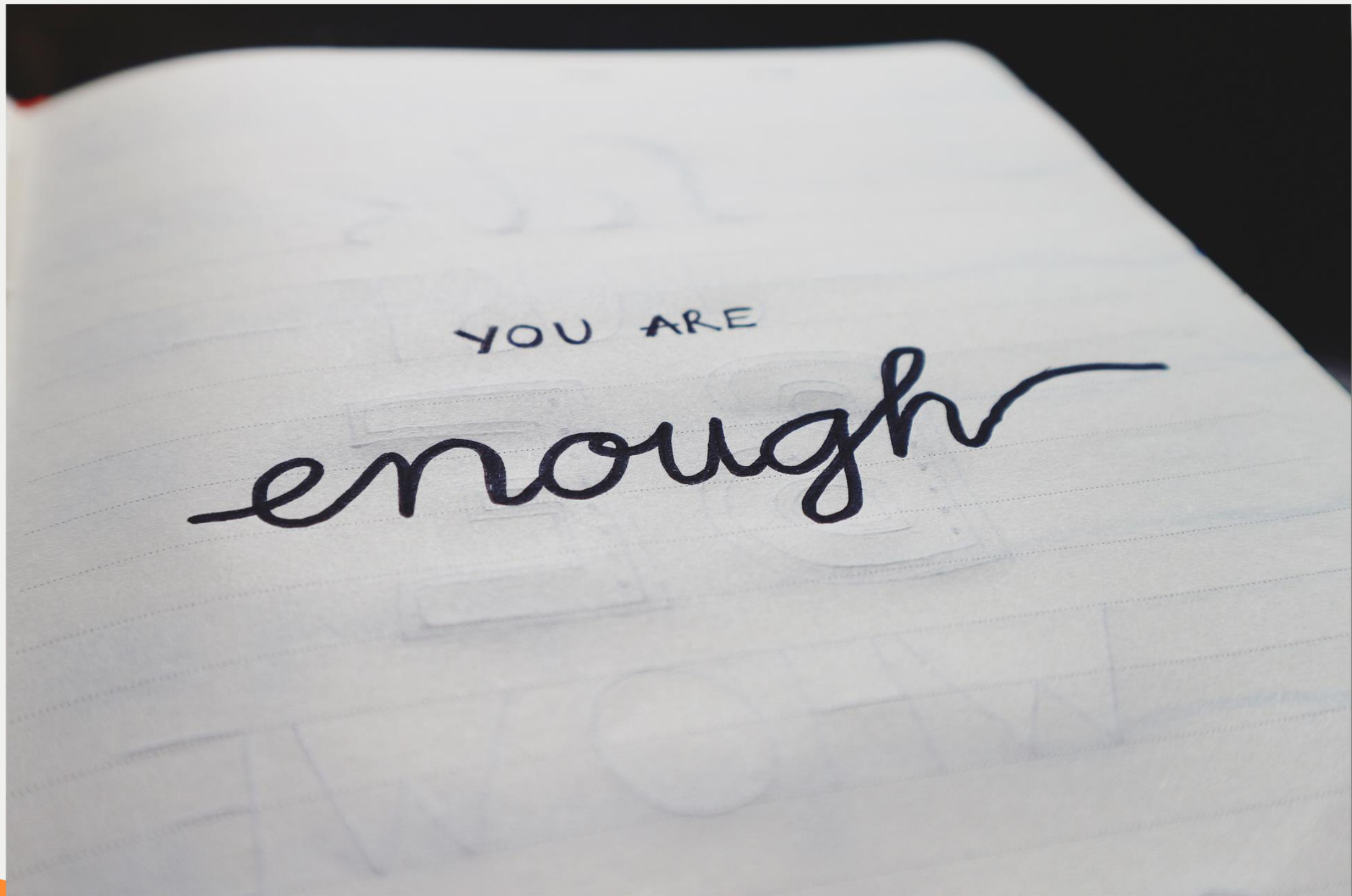


DON'T
COMPARE
YOURSELF
TO
OTHERS



for w
to be best in any
point of view.
Fraud [frɔ:d] n.
to deceive; del
cheating inter
deliberately
what is th

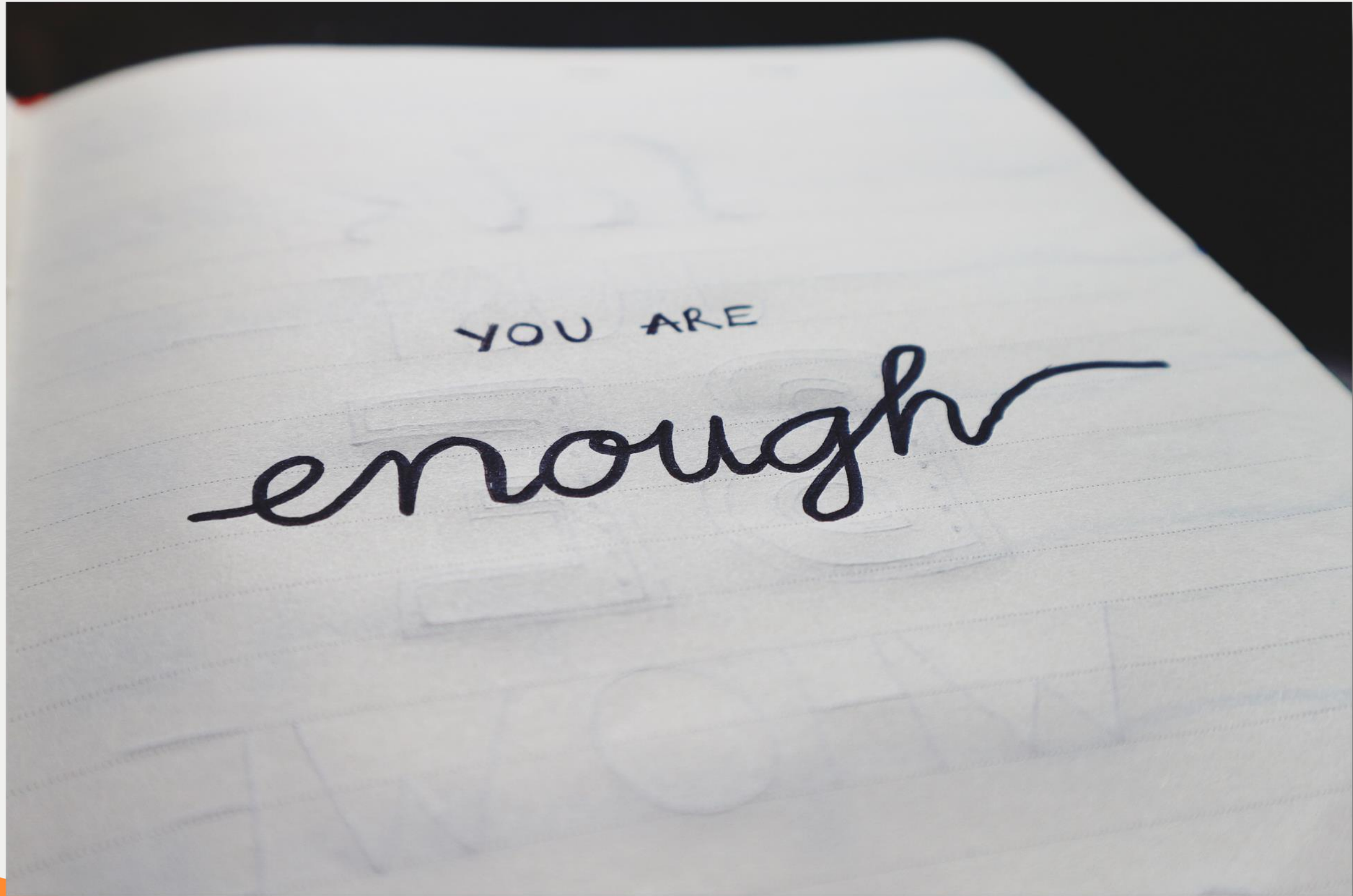




YOU ARE

enough





YOU ARE

enough

Authentic Confidence

$$f \left(\begin{array}{c} \text{competence} \\ + \\ \text{experience} \end{array} \right)^S$$



to be best in
point of view

Story | 'stou
event or a s

true or ficti
facts of an





Earn The Right Framework



YOUR NAME

Connecting your confidence to your identity is important



WHAT YOU DO

How you ended up here and why you care about what you do



BRAG BAG STORY (OR 2)

A relevant story from your brag bag that builds rapport and credibility



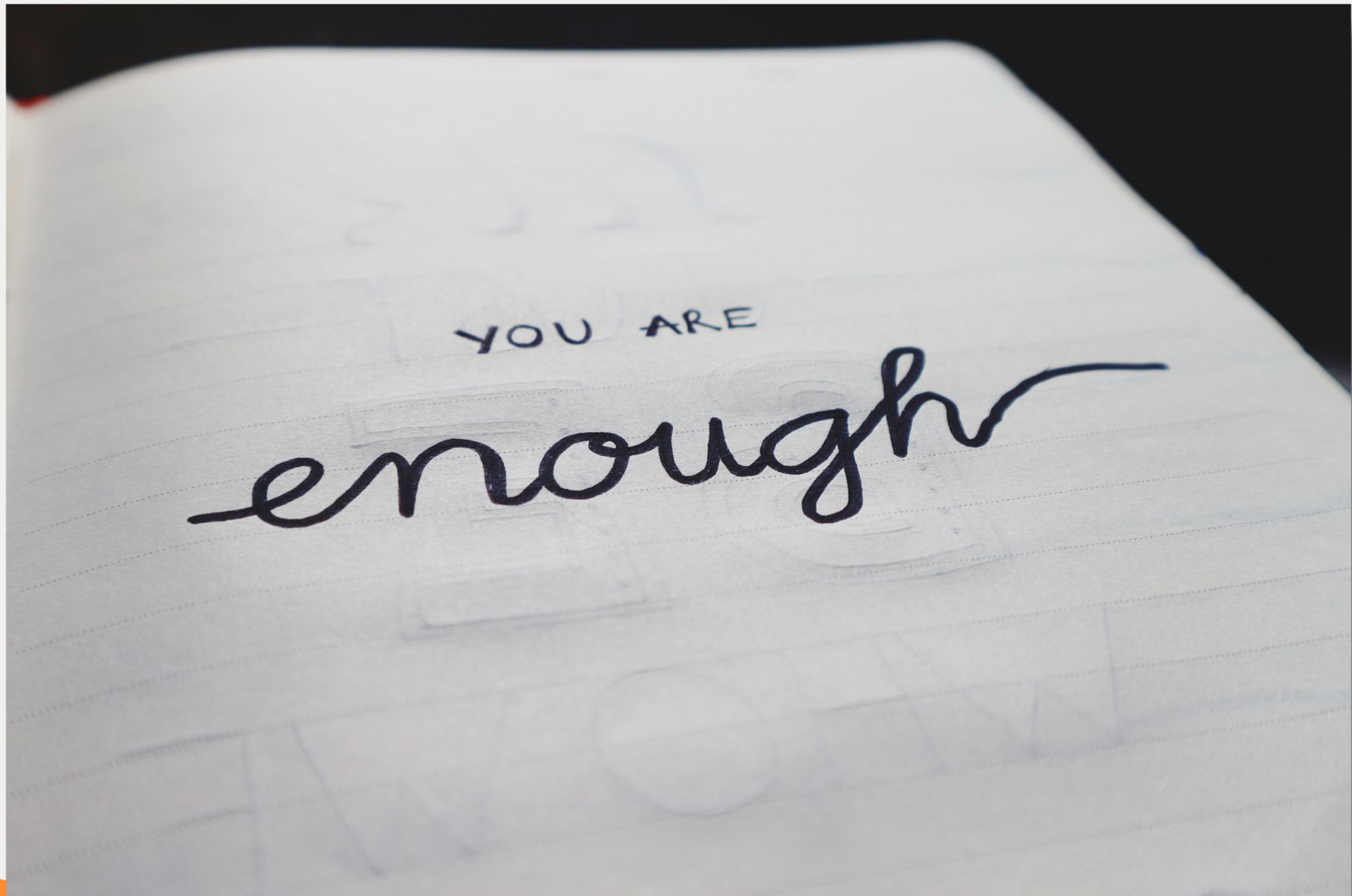
Finding Your Brag Bag Stories

- Professional history
- Education & courses
- Professional 'wins'
- Personal 'wins'
- Childhood reflection
- Entertainment influences

Authentic Confidence

$$f \left(\begin{array}{c} \text{competence} \\ + \\ \text{experience} \end{array} \right)^S$$





YOU ARE

enough



Be yourself;
everyone else is
already taken.

Oscar Wilde

Scan me

