

CAREER EXPERTS GROUP

LET'S GET TO WORK ON YOUR CAREER!

YOUR CAREER > YOUR FUTURE

ASK THE EXPERTS

JULY 2022

PERSONAL BRANDING

I know I am good at my job, but I feel like I don't deserve to have this role. How can I become more confident about my worth?

What you are describing is called Imposter Syndrome. This is the feeling that you don't deserve your job despite all of your accomplishments. As a result, you may hold yourself back from taking risks for fear of failure.

Try these steps to work your way out of the Imposter Syndrome mindset:

- Conduct a realistic reflection and evaluation of your strengths and weaknesses. Write down those accomplishments and celebrate them.
- Be conscious of times you compare yourself to others and redirect your focus on yourself and your strengths and accomplishments. According to Matt Mullins, an American five-time martial arts world champion and actor, “The only person you should try to be better than, is the person you were yesterday.”
- Watch the language that you use. Consistently saying, “I have a stupid question,” or “I feel,” or “I think” depletes your confidence in yourself. Update your language with more confident, assertive phrases and know that your questions and ideas are valid and important.
- Reframe your story by writing it down. Identify who you are and how you got to where you are. Let yourself shine on paper. Then, accept that it's all true.
- Check out [The Secret Thoughts of Successful Women: Why Capable People Suffer from the Impostor Syndrome and How to Thrive in Spite of It](#) by Valerie Young. This book shows readers how to take ownership of their success, overcome self-doubt, and banish the thought patterns that undermine their ability to feel — and act — as the capable professionals they actually are.

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