

Female entrepreneurs – the barriers, Imposter Syndrome and how we can overcome this

Delivered by



What is Accelerating Women's Enterprise?

- Who are we?
- AWE is a new project delivered by Outset CIC a social enterprise plus our partners here in the UK and across the channel in France
- We focus on growing the individual whilst supporting her development pathway and future plans to starting a business
- AWE offers a minimum of 12 hours workshops plus 1-1 advisor support, networking and mentoring opportunities

Agenda

- Current climate – overview of The Rose Review and common barriers faced by women in business
- Imposter Syndrome – what is it?
- Practical techniques to overcome Imposter Syndrome
- Further reading and how to contact us

Intros

- In the chat please tell us your name, your business and what stage you are at.



HELLO

My name is

Ice Breaker

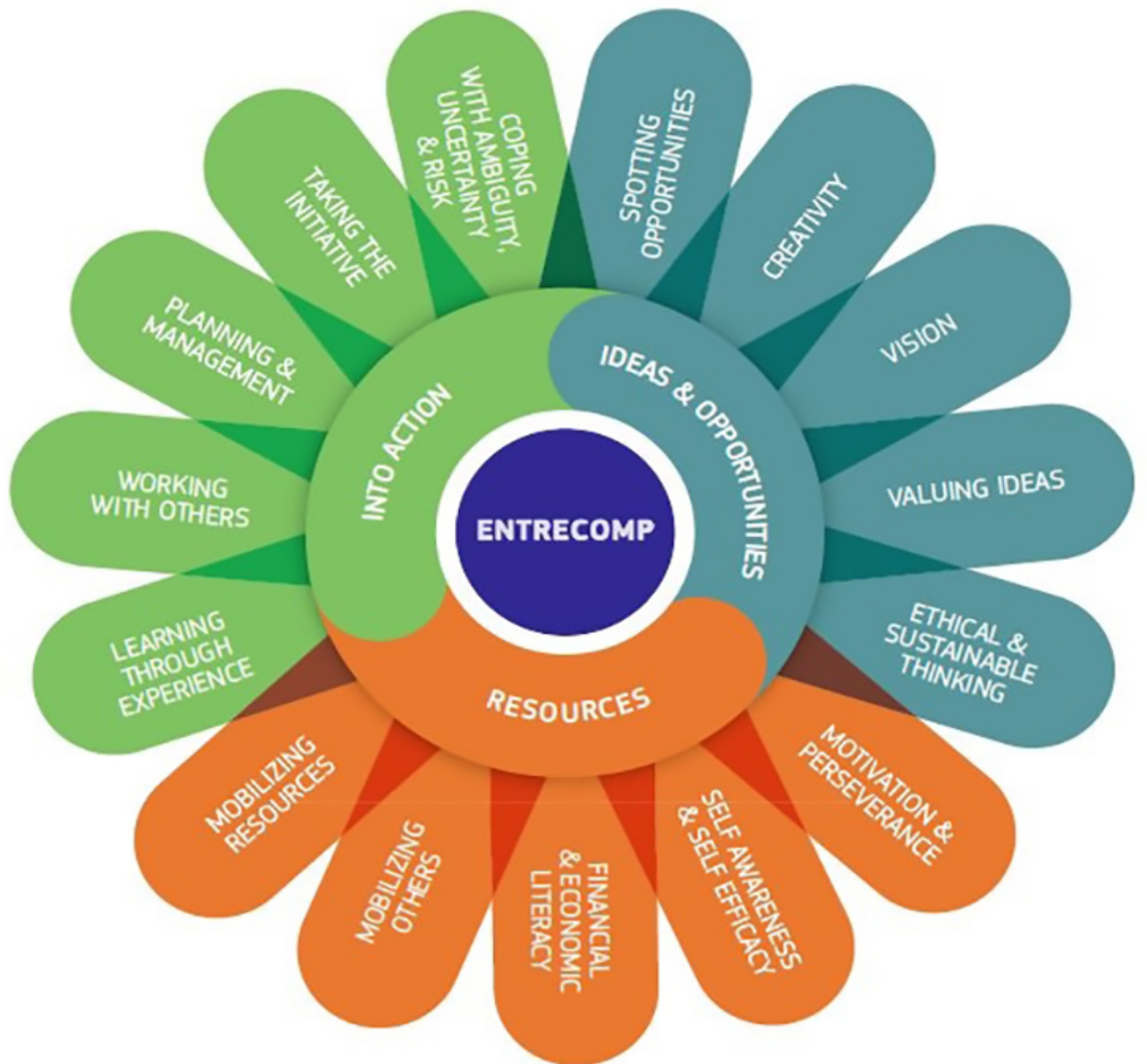


What qualities and competencies do you think makes a successful entrepreneur?



Mentimeter word cloud

How does it
compare?



Did you know?

Fewer UK women choose to become entrepreneurs than in best practice peer countries.

#RoseReview



Three opportunities to help more women succeed as entrepreneurs.

1 Increase funding directed towards female entrepreneurs.



Women's average starting capital is 50% less than men's.

2 Provide greater family support for female entrepreneurs.



Women spend 60% more time than men on family care.

3 Make entrepreneurship more accessible for women and increase access to support.



Women are more risk averse...



Are more likely to think they lack necessary skills and experience...



And are less likely to have a relatable sponsor or mentor.

Some examples of subsequent initiatives to tackle the imbalance

- **The Investing in Women Code** aims to create a more diverse and inclusive business landscape in which female-led businesses can grow and prosper, benefitting their communities and the UK economy. To have a nominated senior leader responsible for supporting equality in all interactions with entrepreneurs
- **Review existing and create new banking products** aimed at entrepreneurs with family care responsibilities
- For more information read the Alison Rose - Progress Report <https://media.natwestbusinesshub.com/uspUz4YSdyBKwr7T8kew>

Charlotte TEDx

Imposter Syndrome

- 'Women are more risk averse and are more likely to **think** they lack necessary skills and experience'. (The Rose Review 2018)
- What is it?

*"**Imposter syndrome** can be defined as a collection of feelings of inadequacy that persist despite evident success. 'Imposters' suffer from chronic self-doubt and a sense of intellectual fraudulence that override any feelings of success or external proof of their competence"*

Harvard Business Review



Guess who?

“I have written eleven books, but each time I think, ‘Uh oh, they’re going to find me out now. I’ve run a game on everybody and they’re going to find me out’”

Maya Angelou - American poet, memoirist, and civil rights activist.



“You think, “Why would anyone want to see me again in a movie? And I don’t know how to act anyway, so why am I doing this?””

Meryl Streep – multi award winning actress



‘There are still days when I wake up feeling like a fraud, not sure I should be where I am.’

Sheryl Sandberg – COO Facebook,
billionaire and philanthropist

Imposter Syndrome Competence Types

1. **The Perfectionist** – Most common type; focus on 'how' something is done/ set excessively high standards/ "if you want something done do it yourself"
2. **The Natural Genius** – Judge themselves if they don't get it right first time/ if they must work hard at something they must not be good at it
3. **The Soloist** – achievement only counts if it is unassisted/ typically turn down help to prove individual worth
4. **The Expert** – Need to know it all/ fear being exposed if inexperienced or lacking knowledge/ would only apply for a job if they met all the descriptors
5. **The Superwoman** – how many roles can they fill, perfectly and with ease (boss, colleague, partner, parent)/ can lead to living overextended lives

Exploring your experience

- Which imposter fits with your style of competence?
- What impact does this have on how you do things?
- What negative effects is imposter syndrome having on your life?



Practical Techniques to overcome Imposter Syndrome



- **Acknowledge your feelings**
- Journal – document self doubt/feelings of inadequacy
- Be specific

Task

- Reflective table
- Think of a recent time you have felt like an imposter or have been hard on yourself for a mistake
- Work through the grid following the instructions
- 15 minutes
- How does it feel to reflect on this moment and could you use this as a tool?

Where were you?	Emotion or feeling	Negative automatic thought	Evidence that supports that thought	Evidence that does not support that thought	Alternative thought	Emotion or feeling
<p>In a client meeting – I had been asked to present a new campaign idea to a room of 12 which included the Art Director, Head of Marketing and the client MD</p> <p><i>Where were you? What were you doing? Who were you with?</i></p>	<p>Nervous, overwhelmed, lacking confidence, hot, sweaty palms, doubting content and ideas, doubting ability to put across passion of proposal</p> <p><i>Emotions can be described with one word, eg. sad, angry, scared. Rate 0-100%</i></p>	<p>The client won't like it, my colleagues will think I am inadequate, my manager will be disappointed. I've blown it.</p> <p><i>What thoughts were going through your mind? What memories or insights were in</i></p>	<p>None – I haven't presented yet. I have not received any negative feedback in advance of this presentation. This is all assumption.</p> <p><i>What facts support the truthfulness of this thought or image?</i></p>	<p>My boss has asked me to do this presentation because she likes my pitch and trusts my ability to deliver it. I have a good reputation for building strong rapport with clients.</p> <p><i>What facts or experiences indicate that this thought might not be true? If my best friend had this thought, what would I tell them? Could I be jumping to conclusions?</i></p>	<p>I am well prepared for this presentation, my boss is on board, I know the client's requirements well, I can use breathing techniques to help my nerves, I am human, nerves are normal and show I care.</p> <p><i>Write a new thought that takes into account evidence for/against the original thought.</i></p>	<p>Positive, this is a good opportunity to show my abilities and will be good practice for future presentations. I will seek feedback afterwards to identify any areas for improvement and what they liked</p> <p><i>How do you feel about the situation now? Rate 0-100%.</i></p>



Talk about it

- Friends/colleagues/family
- Develop a more realistic perspective on your abilities and competence
- OPEN discussion around any experiences that people might like to share – has discussing your feelings with a friend/ colleague helped?



Challenge negative thoughts

- Mindset shift – think about celebrating current achievements /recalling past successes
- Distance yourself – use third person, *'why did they do that'* not *'why did I do that'*
- Objective perspective on thoughts

Task

- *In small groups discuss:*
- Think of something you have achieved recently which you are proud of– it doesn't have to be big, it could be positive feedback, signing up for a course, starting your market research, making your first product, getting out of the house on time etc!
- Share with your group; talk about how the accomplishment made you feel and what steps you had taken to make it happen



Understand your strengths and weaknesses

- Personal SWOT Analysis – try one!
- Develop a supportive network

Task

- Personal SWOT analysis
- We have sent you a SWOT template and a guide with prompting questions (we will also show you an example)
- Spend 10 minutes completing your personal SWOT analysis

Personal SWOT example – Carol, Advertising Manager

Strengths

- I'm very creative. I often impress clients with a new perspective on their brands.
- I communicate well with my clients and team.
- I have the ability to ask key questions to find just the right marketing angle.
- I'm completely committed to the success of a client's brand.

Weaknesses

- I have a strong, compulsive need to do things quickly and remove them from my "to do" list, and sometimes the quality of my work suffers as a result.
- This same need to get things done also causes me stress when I have too many tasks.
- I get nervous when presenting ideas to clients, and this fear of public speaking often takes the passion out of my presentations.

Threats

- Simon, one of my colleagues, is a much stronger speaker than I am, and he's competing with me for the art director position.
- Due to recent staff shortages, I'm often overworked, and this negatively impacts my creativity.
- The current economic climate has resulted in slow growth for the marketing industry. Many firms have laid off staff members, and our company is considering further cutbacks.

Opportunities

- One of our major competitors has developed a reputation for treating their smaller clients poorly.
- I'm attending a major marketing conference next month. This will allow for strategic networking, and also offer some great training seminars.
- Our art director will go on maternity leave soon. Covering her duties while she's away would be a great career development opportunity for me.



Own successes

- Accept compliments
- Don't blame yourself
- Take responsibility for your achievements

Further reading:

- [The Surprising Solution to the Imposter Syndrome | Lou Solomon | You Tube](#)
- Book: The Imposter Cure: Dr Jessamy Hibberd
- [Article: NY Times 'How to Overcome Imposter Syndrome'](#)
- [Alison Rose review of female entrepreneurship](#)
- [Article: Barclays Boosting Female Entrepreneurship During Covid 19](#)
- [Online Tools including Personal SWOT Analysis](#)
- [Imposter Syndrome.com – tips to overcome and more](#)

What next?



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