



# YOU ARE NO IMPOSTER

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**If you've ever found yourself questioning your own ability, feeling like you're not cut out for certain projects or that you're simply not good enough at all - you have company.**

A lot of company.

Impostor Syndrome is loosely defined as:

*'...doubting your abilities and feeling like a fraud. It disproportionately affects high-achieving people, who find it difficult to accept their accomplishments. Many question whether they're deserving of accolades.'*

-Harvard Business Review

If you're experiencing these feelings and frequently beat yourself up over what you feel you can/can't do - hopefully these pointers will help to soften the blow of the ever present Impostor Syndrome.

## **THERE ISN'T ONE SET WAY TO DO THINGS.**

Have you ever found yourself comparing your abilities to others?

Telling yourself things like:

*"I can't do that as well as them." or "I will never be on their level, may as well just quit while I'm behind."*

Thing is, there is no set way to do anything. There is no universal rule book that says everything has to be executed in one format. There isn't one set way to create content, provide services or teach - there are many styles, methods and approaches.

Think about your individual characteristics, things that are unique to you, your tone of voice, sense of style etc; these are the things that you can actually make work for you.

This individual factors will in fact set you apart and present the opportunity to create something in a whole new way.

If you really think about it, it's a blessing in disguise that you feel you can't 'do it like they can.'

## **WHO'S IN CHARGE?**

Who is in charge anyway? Who made the guidebook? Who decided what goes and what doesn't? Nobody. That's who.

Yes, there'll be gatekeepers galore; but they don't control anything. They just think they do. In reference to the previous point, there isn't one set way to do any one thing, so when you worry about 'not being fit for purpose' you have to ask yourself - by whose standards? The final boss in the land of parameters? Your mind.

These parameters in your mind exist for a bunch of reasons. Could be related to past experience, interactions etc - wherever they are derived from, you have the power to break them down. Those limits will exist as long as you give life to them.

## **WORK OUT WHAT IS MAKING YOU FEEL LESS CAPABLE - WHAT STEPS DO YOU NEED TO TAKE?**

What specifically do you feel is making you 'less capable?'

Do you feel like there's a gap in knowledge? Unsure where to start? What are your current roadblocks?

Have a think and list them out. Take a look at each point and think about what you will need to do to remove that roadblock.

For example: *"I don't feel like I'm experienced enough to charge for my design services."*

To begin to tackle this you can:

Research and learn the specific features and skills needed to fulfil the role of a designer.

Create own briefs from scratch.

Identify shortcomings or opportunities for growth with existing brands and design solutions.

Experiment & share work on social platforms and within creative communities.

Set yourself some mini goals to meet a bigger objective, being sure to take things one step at a time as to not burn yourselves out and overwhelm yourselves.

You can get there with some time and organised planning.

## **KEEP INVESTING IN YOUR LEARNING**

The learning never ever stops. As long as you continue to learn, learning about your industry, about what your audience or your community needs, taking a genuine interest - no one will be able to take this from you.

Your knowledge and the love you have for what you do is one hell of a combo that no one can take from you.

The more you learn, the more your ideas can develop, the more value you can provide, the more aware you'll become, the stronger you'll become at your craft. There are so many things you can do with this knowledge, don't shut yourselves out.

If you want to access some learning resources and tools to help you along your creative journeys, there is plenty on offer over [\*\*@creative.champs\*\*](#) Instagram page, with links to free downloads, podcasts and resources.

## **'FAILURE' IS PART OF THE PROCESS**

Failure is the friend that tells you like it is. To your face. The friend who will tell you that you've got bogies on your face while everyone else sits and sniggers.

Failure is a necessary part of growth. It doesn't mean that you're terrible or rubbish at what you do and that you should stop. It's life's way of saying...'So hey...this isn't working out. Let's either try this another way or shake it up completely.'

While it may sound like a dream for everything to go right the first time, this will make for an undeveloped nation of beings. Challenges encourage reflection and analysis which then lends itself to development.

Sometimes things have to go wrong for them to go right, know what I mean?

## **DEALING WITH NEGATIVE/UNHELPFUL COMMENTS**

At the end of the day, it's up to no one else to validate you or tell you what you're capable of.

Firstly, only you know that and second, what qualifies them to judge you anyway?

Other people's negative words have as much power as you give it.

What you'll often find are the people who try to tell you to 'forget about it' or make out you don't have what it takes, are miserable and have lost control over their own lives.

Other people may try and project their own limitations onto you because they may have not had any 'success' with it or can't see how it's possible for you to achieve - since they haven't been able to. This weight is not yours to carry - this is their own personal problem.

## **EVERYONE WAS THE NEW KID ONCE**

All of the people you look up to, all of the people you think are legendary or the 'best' at what they do - they were all new once. They all had their own first times - just like you.

Heck, for all you know - that amazing artist may still have impostor syndrome to this day, that legendary musician may still feel nervous and wretched before going up on stage. But the show goes on. The show must go on.

We all make mistakes every single day. All of us. We all have regrets and things we wish we never said. We all have moments of doubt. I'm still a bundle of nerves before speaking at virtual events but the key is to acknowledge those feelings, understand that you're human and that's it's okay! You are a being who experiences all sorts of feelings on the emotional spectrum and this doesn't make you any less worthy nor your contribution any less valuable.