

6 STEPS FOR LEADERS WHO WANT TO REDUCE **IMPOSTER SYNDROME** WITHIN THEIR TEAMS

1 | PUBLICLY NORMALIZE MICRO WINS, NOT JUST BIG ACHIEVEMENTS.



Frequent acknowledgment of small progress rewires the brain to notice capability rather than gaps. People who see evidence of daily competence show lower levels of self doubt.

2 | SHARE ONE MOMENT WHEN YOU PERSONALLY REVISED YOUR OWN WORK BEFORE APPROVAL.

Leaders who model iteration signal that excellence is built, not born. This reduces perfection pressure and creates psychological safety for experimentation.

3 | REPLACE "ANY QUESTIONS?" WITH "WHAT MIGHT MAKE THIS EASIER?"

Most people interpret "Any questions" as a test of intelligence, so they stay silent. Framing the question around ease invites honest dialogue and reduces fear of being judged incompetent.



4 | ASSIGN ROLES BASED ON STRENGTHS NOT TITLES.

Imposter syndrome grows when people are misaligned with the work they actually excel at. When responsibilities match individuals demonstrated strengths, you'll see how, confidence more easily increases because people see proof they are the right fit.



5 | RUN A FIVE MINUTE "FACT VS STORY" EXERCISE AFTER A STRESSFUL MOMENT.

Teams often confuse internal narratives with objective reality, which fuels imposter feelings. Separating the two in a quick debrief helps people anchor in observable truth rather than imagined inadequacy.

6 | CREATE A SHARED WINS ARCHIVE ACCESSIBLE TO EVERYONE.

Teams forget their successes faster than their failures, which creates a distorted sense of ability. A visible archive provides ongoing evidence of competence that counters imposter thoughts instantly.

