

Professional development opportunity for all who struggle with imposter thoughts and imposter syndrome.

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Why should our organization invest in this training for our employees?

- Imposter syndrome is costly! To the individual dealing with it and for the company they work for.
- Those who have imposter syndrome often hold themselves back, from sales, promotions, in meetings, while networking, and way beyond.
- This program is designed with leaders (and future leaders) in mind to not only set them up for bigger success with a significantly higher level of confidence, but also help those around them grow and thrive in the same way.
- This program was designed after years of working with leaders who were living small, trying to “prove it”, and getting in their own way. Let’s break that cycle and help your people live their very best!

Outcomes of this professional development opportunity:

- Significantly higher level of confidence
- Raised self awareness
- A desire to build a more confident and empowered team around them
- An acknowledgement of where they have played small and a plan to go forward with grounded confidence, empowered autonomy, and balanced leadership (even if they are not yet a titled leader)

Who is this program great for?

- Really anyone who may have shown signs (see below) of having imposter syndrome - no matter the title or position
- Anyone, but especially people working through pivots, growth periods, and/or gain more trust in themselves.
- Especially if they speak up and say they want to participate, as this can be especially hard for someone who struggles with imposter thoughts.

Signs (and cost) of imposter syndrome in the workplace:

- Downplaying accomplishments
- Over-preparing
- Fear of failure
- Discounting expertise
- Comparison trap
- Struggling to accept recognition
- Reluctance to speak up
- Pressure to overwork (leading to burnout)
- Attributing success externally
- Persistent self-doubt

Help your people be their best selves so that they want to stay at Toast for the long haul. Retention is not about keeping people, it's about creating a place people want to stay!

*Syllabus for 12-weeks to overcoming Imposter Syndrome*  
*Prepared by your facilitator, Molly Plumley*

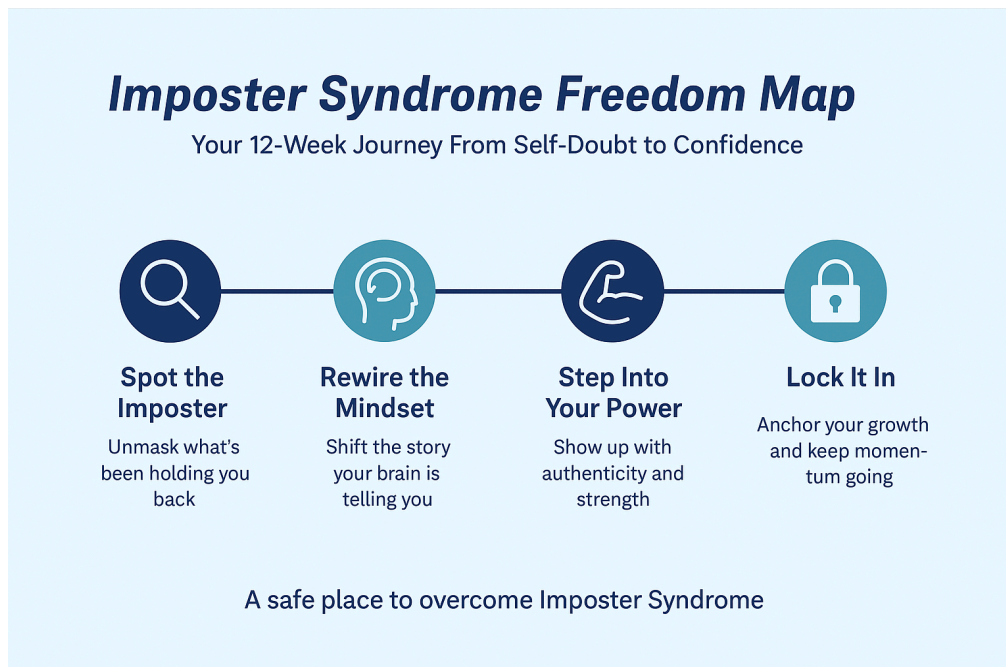
## OVERVIEW

You've worked hard, you're smart, people trust you... so why does it still feel like you're just *winging it* and one day someone's going to find out?

**Overcoming Imposter Syndrome** is a 12-week, live, small-group coaching adventure for high-achievers who are tired of second-guessing themselves and ready to finally believe what everyone else already sees.

Each week, we'll tackle the sneaky thoughts and habits that keep you feeling like a fraud, swap "I'm not ready" for "I've got this," and give you practical tools to stand tall in your skills and accomplishments. With only six spots, you'll get personal attention, honest conversations, and a safe space to laugh, learn, and level up — without the pressure to have it all figured out.

By the end, you won't just *look* confident — you'll actually feel it.



# PURPOSE

This program exists for one reason: to help you stop feeling like you accidentally snuck into the room and start owning the fact that you *belong* there.

Over 12 weeks, you’ll learn how to:

- Spot and shut down those “I’m not good enough” thoughts before they spiral.
- Replace self-doubt with genuine self-trust (no fake-it-til-you-make-it required).
- Say yes to opportunities without the panic hangover.
- Celebrate your wins like you actually earned them — because you did.

When we’re done, you’ll walk away with more confidence, a toolkit full of strategies you can actually use in real life, and a circle of peers who get it and have your back.

# BEFORE AND AFTER: YOUR IMPOSTER SYNDROME MAKEOVER

Before	After
Second-guessing every decision.	Trusting your judgment and moving forward with confidence.
Brushing off compliments because “they don’t really mean it.”	Accepting praise without awkwardly changing the subject.
Saying yes to <i>everything</i> out of fear of falling behind.	Saying yes (or no!) with clarity and zero guilt.
Overpreparing for <i>everything</i> just to feel “ready.”	Preparing what’s needed and knowing that’s enough.
Feeling like you somehow fooled everyone into thinking you’re capable.	Owning your skills and knowing you absolutely deserve your place.
Secretly terrified of being “found out.”	Proudly showing up as your authentic, capable self.

## MATERIALS NEEDED

1. A functional computer with camera and mic and access to Zoom
2. A safe space to attend your weekly meetings
3. Bring your own journal / notebook
4. Excitement to engage, to learn more about yourself, and to participate in the foundational change of your fellow cohort members.

## MEET YOUR FACILITATOR



Hi, I'm Molly — your guide, ICF-PCC coach, and friendly truth-teller for the next 12 weeks. I am also a recovering imposter!

I've been helping leaders grow since 2018 through the facilitation of leadership and coach training programs, and since 2019 as a full-time professional leadership coach, with thousands of 1:1 coaching sessions logged. Before that, I spent 15+ years in leadership roles in people development — which basically means I've been in the business of helping humans reach their potential for a *long* time.

As a certified **Imposter Syndrome Coach Practitioner and Leadership / Executive Coach**, I've seen firsthand how smart capable people are holding themselves back while feeling like an imposter, and I'm on a mission to help you finally look it in the eye and kick it to the curb.

Why a cohort instead of 1:1? Because I believe tackling imposter syndrome is even more powerful when you do it alongside others who *get it*. You'll gain insights faster, feel less alone, and leave with a built-in support squad who will cheer you on long after the program ends.

I can't wait to dig in, challenge those sneaky self-doubt patterns, and celebrate every breakthrough with you — big or small.

## **WHAT LIES AHEAD...**

*Here is the breakdown of our 12 weeks together*

We'll move from awareness → tools → action → lasting confidence. Each week builds on the last so you can see real, lasting change without feeling overwhelmed.

### **Weeks 1–3: Spot the Imposter**

- Welcome + Understanding Imposter Syndrome- what is this?
- The Science Behind Imposter Syndrome
- Types of Imposters
- Identify Personal Patterns and Labels

### **Weeks 4–6: Rewire the Mindset**

- Triggers & Patterns
- Challenge the Negative Thought Loops
- Develop Tools to Stay Present and Manage Overwhelm
- Build a New Inner Narrative Grounded in Truth, Not Fear

### **Weeks 7–9: Step Into Your Power**

- Redefining Success & Failure
- Set Boundaries That Protect Your Energy and Confidence
- Building Authentic Confidence
- Say “Yes” and “No” With Clarity and Confidence

### **Weeks 10–12: Lock It In**

- Create Your Personalized “Confidence Toolkit”
- Visibility Without the Fear
- Practice Real-World Application With Group Support
- Leave With a Clear Action Plan and a Peer Network to Keep You Moving Forward

## YOUR SCHEDULE

You choose what works best for you - below are sample schedules, actual options can be found in the [interest list](#).

Once cohorts are set, there are no adjustments made. Due to high confidentiality and the vulnerable nature, these meetings will not be recorded. Please be sure that you can make a minimum of 10 of the above meetings as attendance is key in making the most of this program.

TUES COHORT	DATE	TIME (EST)	FRI COHORT	DATE	TIME (EST)
Meeting 1	Tuesday	8:00pm - 9:00pm	Meeting 1	Friday	3:00pm - 4:00pm
Meeting 2	Tuesday	8:00pm - 9:00pm	Meeting 2	Friday	3:00pm - 4:00pm
Meeting 3	Tuesday	8:00pm - 9:00pm	Meeting 3	Friday	3:00pm - 4:00pm
Meeting 4	Tuesday	8:00pm - 9:00pm	Meeting 4	Friday	3:00pm - 4:00pm
Meeting 5	Tuesday	8:00pm - 9:00pm	Meeting 5	Friday	3:00pm - 4:00pm
Meeting 6	Tuesday	8:00pm - 9:00pm	Meeting 6	Friday	3:00pm - 4:00pm
1:1 Coaching	Anytime during week 6 or 7	TBD - you schedule this	1:1 Coaching	Anytime during week 6 or 7	TBD - you schedule this
Meeting 7	Tuesday	8:00pm - 9:00pm	Meeting 7	Friday	3:00pm - 4:00pm
Meeting 8	Tuesday	8:00pm - 9:00pm	Meeting 8	Friday	3:00pm - 4:00pm
Meeting 9	Tuesday	8:00pm - 9:00pm	Meeting 9	Friday	3:00pm - 4:00pm
Meeting 10	Tuesday	8:00pm - 9:00pm	Meeting 10	Friday	3:00pm - 4:00pm
Meeting 11	Tuesday	8:00pm - 9:00pm	Meeting 11	Friday	3:00pm - 4:00pm
Meeting 12	Tuesday	8:00pm - 9:00pm	Meeting 12	Friday	3:00pm - 4:00pm
1:1 Coaching	Anytime during week 12 or 13	TBD - you schedule this	1:1 Coaching	Anytime during week 12 or 13	TBD - you schedule this

\* Meeting #1 is 90-minutes, with all remaining meetings 60-minutes.

## .....AND NEXT STEPS

If you have not yet taken the free online Clance / Bravata / Holmes 3-minute imposter syndrome assessment to gauge where you are starting your Imposter Syndrome journey, please do so [HERE](#).

Tell us more about you:

Please get on the [interest list](#). We are eager to learn more about you with your Imposter Syndrome test results, which cohort you would like to be considered for, and a brief explanation of what brings you here (a little deeper than the basics) as well as what you want to get out of these 12 weeks.

We will review and confirm there is room in your selected cohort.

If there are conflicts or issues, we will reach back out. If not issues, we will follow up with an invoice and agreement. Once those are taken care of, you will receive calendar invites through your learning portal.

## **Overcoming Imposter Syndrome Program Pricing**

The investment in yourself and your future is \$3,000 per person, which will need to be paid in full prior to the program start. If you are in need of a payment plan, and this is the only thing holding you back at this time, please inquire further.

Then.... Away we go!

## **What are participants saying?**

*“I can finally spot the signs of imposter syndrome before I spiral.”*

*“The grounding practices are reshaping my day-to-day.”*

*“Reframing my thoughts has been a total game-changer.”*

*“Molly has been an excellent facilitator. She is calming, authentic, and genuinely cares about the outcomes of each session.”*

*“Actionable brain rewiring, one week at a time”*