

# A Coaching Case Study:



## From Self-Doubt to Confident Leader – A Programme Manager's Journey

**Client Profile:** Bella, Programme Manager (anonymised for confidentiality)  
**Industry:** Project Management  
**Challenge:** Overcoming imposter syndrome and stepping into leadership with confidence

---

### The Challenge

After stepping away from career progression to raise her two children, Bella landed a well-earned promotion. However, she struggled with self-doubt, believing she had been chosen simply because she was "the best of a bad bunch." These thoughts held her back from fully stepping into her leadership role and recognising her value. She sought coaching to overcome imposter syndrome and build the confidence she needed to thrive.

---

### The Coaching Journey

Together, we focused on:

- **Reframing Self-Perception** – Helping Bella recognise that she was promoted based on merit, not circumstance.
- **Building Confidence** – Developing strategies to speak up, make decisions, and stand by them without second-guessing herself.
- **Developing Leadership Presence** – Strengthening her ability to navigate difficult conversations effectively.
- **Encouraging Peer Support** – Using her newfound confidence to uplift and support colleagues both at work and beyond.

## The Transformation

As a result of coaching, Bella experienced significant growth:

- She transformed from doubting her abilities to believing she could **"take over the world."**
  - She gained the **confidence** to address difficult conversations directly and productively, leading to **stronger professional relationships**.
  - She realised that asking for help is a strength, not a weakness, and now actively seeks **mentorship** and guidance.
  - She is excited about **career progression** and sees a **clear path** forward rather than feeling held back by doubt.
- 

## Key Takeaways:

Bella's journey highlights:

- The importance of recognising personal value and worthiness in leadership roles.
  - The power of seeking guidance and using resources to enhance growth.
  - The impact of confidence on not only oneself but also on peers and team members.
- 

## In Bella's own words...

"Having a career has always been high on my list, and after taking a few years away to raise my children, I landed a promotion. But imposter syndrome crept in, making me question whether I was truly good enough. A colleague recommended Sally's coaching, and I'm so glad I took the leap. Sally asked all the right questions and helped me uncover the confidence I needed to step into my new role. Thanks to her, I've identified my leadership style, improved my communication skills, and finally feel like I belong at the table. For the first time in a long time, I'm excited about my career future."

---

**Bella's growth and development is a testament to the power of coaching in unlocking true potential. If you're ready to step into your confidence and lead with self-belief, let's start your journey today.**

Email me: [sally@shinecoaching.org.uk](mailto:sally@shinecoaching.org.uk)