

10 QUESTIONS



**TO ASK ANY COACH YOU'RE
CONSIDERING WORKING WITH
ON IMPOSTER SYNDROME**

Clare Josa
AUTHOR & KEYNOTE SPEAKER



WELCOME

If ditching Imposter Syndrome is something you're ready to take action on, then it's likely you're considering working with a coach. But how can you tell who actually has the advanced skills you need, compared with those who simply have shiny marketing and big promises?

The coaching industry is not regulated, and in some ways that's a good thing, because it fosters innovation, rather than everyone being shoe-horned through the same sausage machine. But it also means you have to really do your homework, before choosing your coach.

I've seen an explosion in coaches claiming to have Imposter Syndrome skills, with no formal training, or certificates that they're given just for showing up to a weekend's worth of calls. You deserve better than that.

Too many will be - with the best of intentions - simply passing on their personal coping strategies and sticking plasters. Very few people actually know how to support you to truly set yourself free from Imposter Syndrome, once and for all.

You want to be working with someone who has proven, science-backed, researched processes that mean you know you'll see the transformation they're promising.

Most coaching journeys start with a 'discovery' or 'chemistry' call, so I've used my research and 20 years of specialising in this field to create a list of ten questions you can ask, to make sure you're working with the 'real deal'.

And this document isn't a sales pitch. I take on very few 1:1 coaching clients these days, because I'm focusing on my Imposter Syndrome coaching certification programmes. I hope this workbook really helps you.

There's space to make notes under each question, a helpful summary table at the back, plus a link to take my Imposter Syndrome scorecard, which gives you a science-backed Imposter Syndrome score and a personalised action plan.

Here's to you ditching Imposter Syndrome! x Clare
Clare Josa, [Author of Ditching Imposter Syndrome](#)



QUESTION 1:

What is the difference between Imposter Syndrome & self-doubt?

Most coaches should be great at helping you to handle self-doubt, to crank up your confidence. But that's work at the 'mindset' level, and Imposter Syndrome is an identity-level issue. So it needs very different tools. And they're something that our research studies show most coaches don't have.

If they use just mindset- and belief-level strategies with you, you risk staying stuck with coping strategies. Here's a podcast episode that goes into more detail on why this difference is so important: [Ditching Imposter Syndrome Podcast - Episode 7](#).

Here's a space to make notes:



Score out of 10



QUESTION 2:

How do you approach identity-level work, as required for Imposter Syndrome, rather than just mindset-level coaching?

This question aims to give you information on the coach's methodology. You probably want to avoid someone who is 'winging it' or 'figuring it out' for something as complex as Imposter Syndrome. Whilst a great coach will be very flexible, you want to make sure they have a proven process or framework that they will be able to guide you through.

And if they tell you that mindset / belief work is enough to clear the hidden root cause triggers for Imposter Syndrome, please seriously consider not working with them.

Here's a space to make notes:



Score out of 10



QUESTION 3:

What specific training and certifications do you have related to Imposter Syndrome, and how were they assessed?

This question helps to ensure that the coach has been properly assessed as being competent in this deeper, identity-level work. Some Imposter Syndrome coaching courses give out badges and certificates just for showing up. Ideally, you want to work with a coach who has had to complete assessed client case studies, where there has been rigour in their training.

It's also worth asking what CPD they do, to make sure they stay current with the latest research and developments.

Here's a space to make notes:



Score out of 10

QUESTION 4:

Can you share a case study or example where you successfully helped a client to overcome Imposter Syndrome?

By asking for real-world examples, you can get a sense for the coach's practical experience and the effectiveness of their methods in helping clients to move beyond coping strategies and sticking plasters.

You will be investing time, money and hope into the coaching work, so it's essential to know that they have a track record of getting results, for a wide range of clients.

Here's a space to make notes:



Score out of 10



QUESTION 5:

How do you ensure that your coaching doesn't inadvertently exacerbate Imposter Syndrome?

Our research studies have shown that coaching risks making Imposter Syndrome worse, by raising awareness of when someone might self-sabotage, but not doing the deeper change work to prevent it.

It's essential to make sure your coach is aware of this risk and will help to make sure that this doesn't happen for you.

Here's a space to make notes:



Score out of 10



QUESTION 6:

Can you describe your ongoing professional development in the field of Imposter Syndrome coaching?

Any good coach should have regular coaching supervision, because client experiences can trigger them, and they need a supervisor who is further ahead of them in the journey.

The field of Imposter Syndrome work is fast-changing and it's important that your coach has regular CPD (Continued Professional Development) to ensure their skills are up-to-date. This CPD also shows they're committed to Imposter Syndrome work, and not just jumping on the 'it's trendy' bandwagon.

Here's a space to make notes:



Score out of 10

QUESTION 7:

In what ways do you help clients in becoming free from Imposter Syndrome, rather than just focusing on coping strategies?

Can they support you in creating lasting transformation, or will you stay stuck with Imposter Syndrome, but simply handle it better?

If a coach tells you that Imposter Syndrome is incurable or inevitable, please run. It means they don't have the skills you need. Here's a podcast episode that can help: [Ditching Imposter Syndrome Episode 24](#).

Here's a space to make notes:



Score out of 10

A background image of a wooden ruler with black markings and numbers, showing inches from 1 to 8 and centimeters from 10 to 27.

QUESTION 8:

How do you measure the success of your coaching in addressing Imposter Syndrome at an identity level?

Coaching can feel a bit nebulous, and measuring behavioural, belief and identity-level change isn't easy. But one of the biggest blocks for clients is the fear that it will work for everyone else, but not them.

So it's great when coaches have an objective way to help you to measure the progress you're making. For example, we use an extended version of the scorecard that you'll find towards the end of this workbook, to measure conscious and subconscious changes.

Here's a space to make notes:



Score out of 10



QUESTION 9:

How would you describe your own, personal journey and experience with Imposter Syndrome?

I've worked with business coaches in the past who refused to believe that Imposter Syndrome even exists. And I've seen plenty of coaches on social media who claim that it's incurable and even something to celebrate.

The most effective Imposter Syndrome coaches are those who have experienced this for themselves, who have then set themselves free from it, and they know exactly how to support clients to do that, too.

Here's a space to make notes:



Score out of 10

QUESTION 10:

In what ways will my life be different in a year's time, if I were to work with you on Imposter Syndrome?

This is the Big Outcome. You're asking the coach to draw on their experience of helping other clients with ditching Imposter Syndrome, to find examples that you can relate to. Once you can imagine the change, you're much more likely to achieve it. Look for changes that go deeper than surface-level.

It also helps you to identify your 'Big Why' for the coaching, which will help you to stay committed to that journey, even during any tricky bits.

Here's a space to make notes:



Score out of 10

HOW DID THEY SCORE?

WHAT SCORE DID
YOU GIVE THEM?

Q1: What is the difference between Imposter Syndrome & self-doubt?	
Q2: How do you approach identity-level work, as required for Imposter Syndrome, rather than just mindset-level coaching?	
Q3: What specific training and certifications do you have related to Imposter Syndrome, and how were they assessed?	
Q4: Can you share a case study or example where you successfully helped a client to overcome Imposter Syndrome?	
Q5: How do you ensure that your coaching doesn't inadvertently exacerbate Imposter Syndrome?	
Q6: Can you describe your ongoing professional development in the field of Imposter Syndrome coaching?	
Q7: In what ways do you help clients in becoming free from Imposter Syndrome, rather than just focusing on coping strategies?	
Q8: How do you measure the success of your coaching in addressing Imposter Syndrome at an identity level?	
Q9: How would you describe your own, personal journey and experience with Imposter Syndrome?	
Q10: In what ways will my life be different in a year's time, if I were to work with you on Imposter Syndrome?	
Total score:	%



WHAT'S YOUR DECISION?

Based on their responses, how confident do you feel that they'll help you to achieve the transformational results you are looking for?

Remember, just because you've had a discovery call with someone, it doesn't mean you're obliged to work with them.

But if it's a great big YES, then what's your next step to commit to this life-changing journey?

WHAT'S YOUR
SCORE?

IMPOSTER SYNDROME



1

Free 5-Minute Quiz-Style Assessment

Get your Imposter Syndrome score by answering 20 quick-fire, science-backed questions. This is a research-backed online assessment tool, not something cobbled together on the back of a beer mat!

2

Plus A Personalised Action Plan

Based on your responses, you'll get a personalised action plan that gives you tailored ideas for things you could do today, to start setting yourself free from Imposter Syndrome, once and for all.

3

Additional Resources:

And we'll recommend personalised 'next step' resources for you to continue on your journey in ways that are fast, fun and forever!

Click To Start >

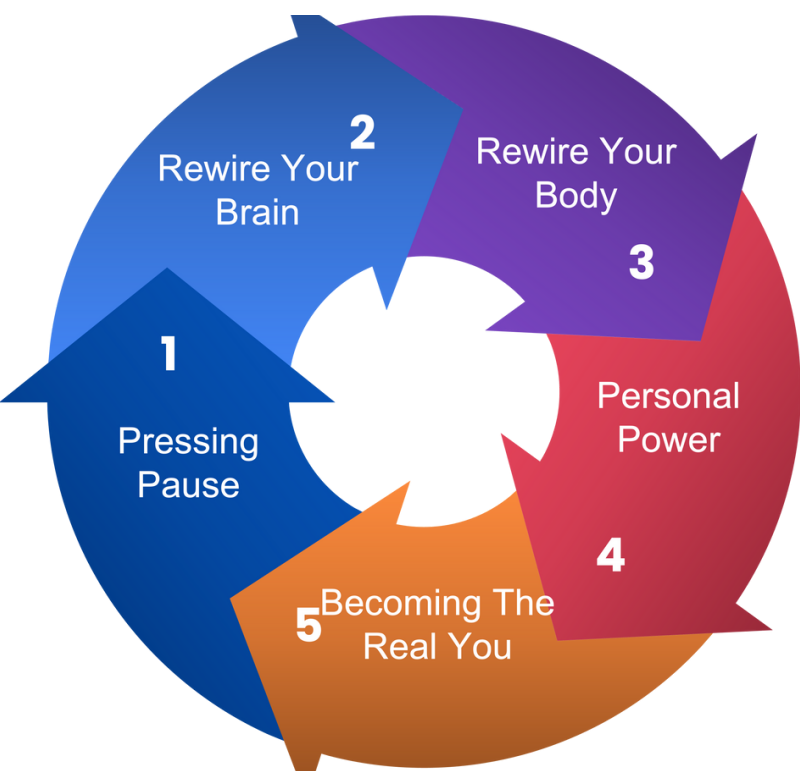
THE NATURAL RESILIENCE METHOD®

Most people rely heavily on coping strategies and mindset-level work, to succeed *despite* Imposter Syndrome. But these can inadvertently make it worse, leading to chronic stress, anxiety, worry, burnout, performance problems, and even mental health issues.

The much healthier approach is to clear out the root causes of burnout and Imposter Syndrome, so that people can be free from it, no longer worrying that it might come back at the most inopportune moments.

From her research, Clare Josa has developed the '3 Pillars' model, showing that Imposter Syndrome and burnout are triggered by three factors: the culture, the working environment, and personal habits.

Natural Resilience Method® Practitioners and Clare's certified Imposter Syndrome Master Coaches focus mainly on the 'habits' pillar, empowering people to break the secret cycle of self-sabotage and self-imposed glass ceilings, so that individuals and teams can thrive and fulfil their potential.



[Watch this 10-minute video for more details](#)

This five-step, science-backed process was created by Clare Josa, based on 20 years of research. With it, Natural Resilience Method® Practitioners can support people:

1. on their immediate needs - pressing 'pause' on Imposter Syndrome, burnout, toxic resilience and self-sabotage
2. and with preventative techniques, to clear the hidden triggers for Imposter Syndrome, so they can set themselves free from it, boost their confidence and shrink their stress levels

The Natural Resilience Method® has been proven to take people from as high as 80% on our Imposter Syndrome scorecard to as low as 20%, in just eight weeks.

NEXT STEPS?

IMPOSTER SYNDROME BOOTCAMP™

This inspirational programme is a proven blend of life-changing online training, with breakthrough sessions with an Imposter Syndrome Master Coach. It has been shown to take Imposter Syndrome from 'severe' to 'non-issue' in just 8 weeks.

www.ImposterSyndromeBootcamp.com

SIX WEEKS TO CHANGE YOUR LIFE



Imposter Syndrome Bootcamp™

ClareJosa.com/imposterssyndromebootcamp



WORK WITH A MASTER COACH

Take the leg-work out of your search for an Imposter Syndrome coach by working with one of Clare Josa's certified Imposter Syndrome Master Coaches. You'll create breakthroughs in minutes, not months.

[Get in touch to find out more.](#)

GET CERTIFIED TO HELP OTHERS

Clare Josa has pioneered research- and science-backed solutions for Imposter Syndrome and burnout for over 20 years. Find out how you can get certified in this life-changing work, at both Practitioner and Master Coach level.

[Find out more & apply here.](#)





WHY CLARE JOS A?

When It Comes To Dealing With Imposter Syndrome, Clare Josa Literally Wrote The Book

Clare is considered a global authority in Imposter Syndrome, having specialised in it since 2003, published the best-selling book *Ditching Imposter Syndrome*, and having led the 2019, 2022, and 2024 Imposter Syndrome Research Studies. She is a sought-after international keynote speaker on the topic.

After a Masters Degree in Mechanical Engineering and a career in corporate roles, including being Head of Market Research for one of the world's most disruptive brands, Clare has spent the past 20 years specialising in helping people to set themselves free from Imposter Syndrome.

An expert in the neuroscience and psychology of performance, and a professionally certified trainer, her original background as a Six Sigma Mechanical Engineer means her inspirational approach is grounded in common sense, helping you to create breakthroughs in minutes, not months.

Her work goes beyond 'mindset', so you clear out the root-cause triggers that mean the surface-level symptoms and 'coping strategies' disappear.

Clare has been a certified NLP Trainer since 2003 and she has pioneered high-impact online and hybrid training for over a decade, in addition to her in-person workshops.

She is the author of eight books and she has created the world's only post-grad certification programme for in-house and external coaches to become Certified Imposter Syndrome Master Coaches. She is the creator of the Natural Resilience Method® and The HOPE Matrix® for growing thriving teams. Clare's has been interviewed by:



BBC
RADIO



theguardian



The Telegraph

marie claire