



DITCHING
IMPOSTER
SYNDROME

Certified Imposter Syndrome Mentor Training With Clare Josa

2021 Full Programme Outline



Part Time, Twelve Month Certification Programme

Phase 1

For Yourself
Months 1-3

Experience the full programme for yourself, clearing out your hidden blocks, getting you ready to do this deep level of work with clients

Phase 2

For Client Work
Months 4-6

Revisit each module, this time learning how to coach and mentor someone through the journey, handling sticky points & helping them to create breakthroughs

Phase 3

Putting Into Practice
Months 7-12

The implementation and consolidation stage is about you being supported as you apply this work with 1:1 clients



This is more than just a
certification programme. It's
possibly the most potent personal
development opportunity you'll
take for years.

#DitchYourImps
#GoingBeyondMindset



The Three Core Elements Of Your Clients' Journey



1

Clarity

Who am I? Where am I?
Who do I want to be?
What's getting in my way?
Why do I want this
mentoring?



2

Clearing Out Blocks

Taming your Inner Critic,
clearing limiting beliefs,
dealing with secondary
gain and 'sticky' blocks,
ditch Imposter Syndrome



3

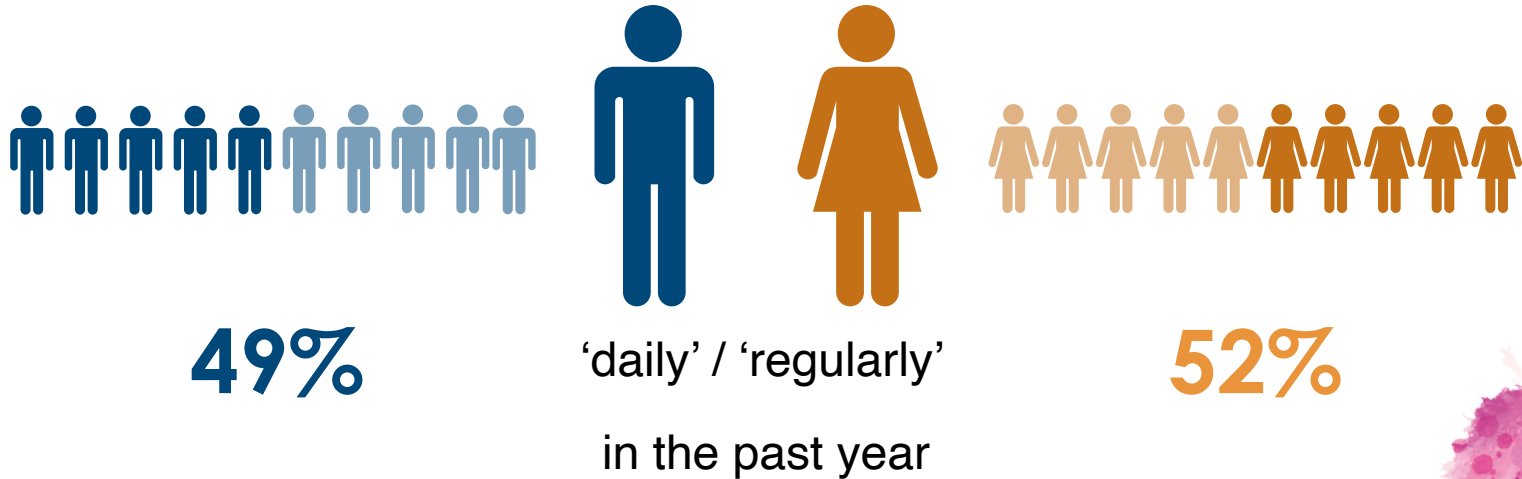
Inspired Action

Influencing
authentically,
courageous alignment,
consciously creating
your future



Why Now?

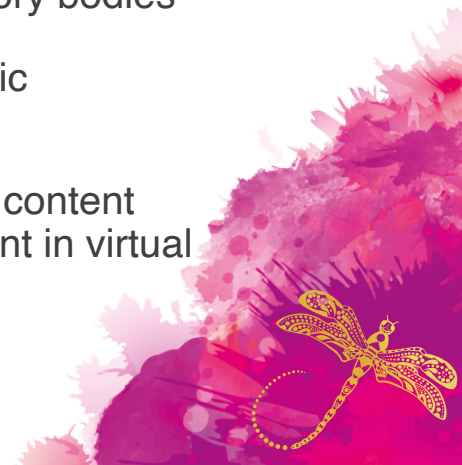
Imposter Syndrome is a silent epidemic that is costing businesses billions in terms of people, performance, productivity and profit. Being able to genuinely support people in ditching Imposter Syndrome, in ways that are healthy and safe, will make you a vital part of the company's development team.



www.DitchingImposterSyndrome.com/research/

Certification & CPD

- ▶ This programme will give you a post-graduate coaching and mentoring certification in being a Professional Imposter Syndrome Mentor
- ▶ It counts towards CPD hours for most institutions
- ▶ It gives you a certification that will allow you to get insurance to practice as a Professional Imposter Syndrome Mentor, either in-house or as an external coach
- ▶ The certification programme is recognised by all of the main regulatory bodies
- ▶ Please contact Clare's team if you have questions about your specific regulatory body
- ▶ Note: this programme does not qualify or authorise you to teach the content covered, outside of a 1:1 mentoring agreement, e.g. using the content in virtual or face-to-face workshops, without prior written consent



Who Is This Programme For?

This is perfect for you, if:

- You're already an established coach or mentor, with 1:1 experience
- You are excited about learning new methods to help your clients
- You're open-minded and willing to challenge some of the classic 'coaching' assumptions
- You're comfortable with the idea of moving beyond coaching into mentoring
- You're sensitive to others' emotions and want to learn how to be an empath, without taking others' baggage home with you

This is not right for you, if:

- You're not a qualified coach or don't have much coaching experience
- You're attached to processes like the 'GROW' model and don't want to expand your toolkit
- You're not prepared to put in the time and effort to make a success of this programme
- You believe that coaching or mentoring always needs to be left-brained and logical



You Are Fully Supported

1:1 Mentoring

You get quarterly 45 minute 1:1 mentoring sessions with Clare during the programme

Small-Group (Max 12) Support

Twice-monthly group Q&A calls for the first six months and monthly, thereafter, plus the private forum and the Facebook group

Integration Assignments

Each module comes with a reflective learning mini-assignment, and you'll complete twelve client case studies as part of your certification

Unique, Practical Training

Most of the modules are taught via online training, using accelerated learning techniques. There is also live online training (or face-to-face, once permitted), to deep-dive on core concepts.



How This Format Works

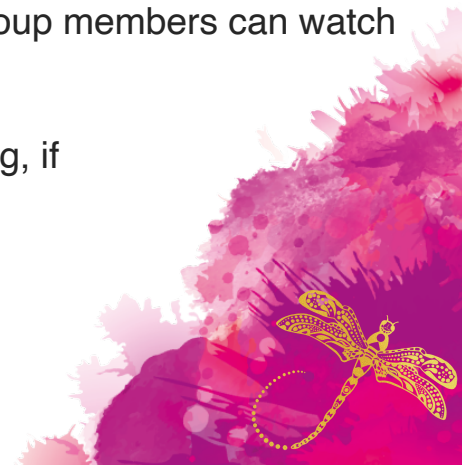
Most of the modules are taught with bite-sized videos or audios. They each come with a workbook, guided visualisation MP3s (change your life and learn while you lie down and relax!), as well as quizzes and discussions in the programme's private forum. You'll get a module every 2 weeks for the first six months.

The teaching for modules 4 and 5 takes place on the two-day teaching retreats – one in phase one and one in phase two. These are also audio recorded, so you've got access to them afterwards, if you want to listen again. *[NOTE: Subject to change due to Covid-19! More likely to be online for 2021.]*

The group calls are a great place to celebrate your successes and get answers to your questions with hot seat mentoring, and you'll often find you learn more from others' questions and breakthroughs, than from the questions you ask yourself. These are all via Zoom and are recorded so that group members can watch the replays.

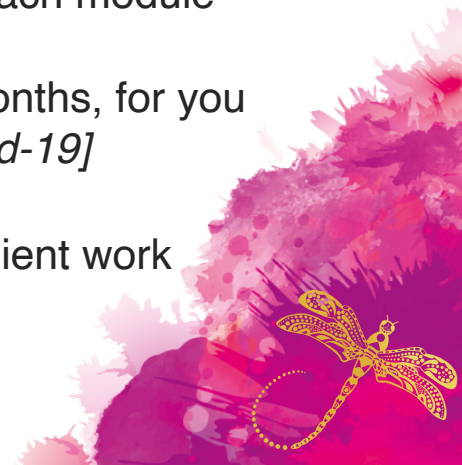
The Facebook group is there for general chat about the course topics and mentoring, if not covered in the private forum.

Your 1:1 sessions with Clare make sure you've got deep-dive support, too.



How Much Time Does It Take?

- ▶ Expect the programme to take around two hours per week during the teaching phase, to:
 - ▶ study the materials
 - ▶ apply the techniques
 - ▶ support others in the forum and get answers to your questions
 - ▶ join in with the twice-monthly group calls
 - ▶ and to complete the reflective learning mini-assignment for each module
- ▶ There are also two 2-day teaching retreats during the first six months, for you to learn the deep-dive core techniques *[see earlier note re: Covid-19]*
- ▶ After the main teaching stage, most of your time will be on the client work and the six case studies.



The Full Syllabus



Module 1: Clarity



Module 2: Taming Your Inner Critic



Module 3: Clearing Hidden Fears & Beliefs



Module 4: Letting Go Of The Sticky Stuff



Module 5: The Power Of True Confidence



Module 6: Consciously Creating Your Future



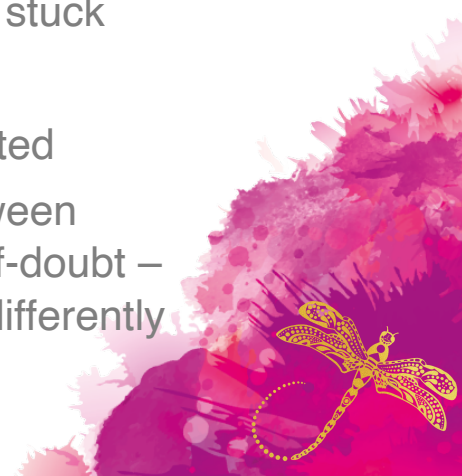
🔍 Module 1: Clarity

Phase 1 (For You)

Where am I now?
What do I want?
Who do I want to become?
What's stopping me?
Letting go of inner victim
patterning
Reclaiming your personal
power
How to keep motivated on
this change journey

Phase 2 (For Working With Clients)

Setting up the mentoring
relationship for success
Why clients resist 'clarity', but can't
progress without it
What to do if a client gets stuck
The power of 'I am'
How to keep them motivated
Telling the difference between
Imposter Syndrome & self-doubt –
and how to handle them differently





Module 2: Taming Your Inner Critic

Phase 1

Ditching the Imposter Syndrome myths

The neuroscience of peak performance – demystified

Going beyond mindset

Taming your Inner Critic – without white-washing or pushing on through the fear

How to escape from chronic stress and hypervigilance

Phase 2

How to spot other myths and assumptions that could hold a client back from breakthroughs

Getting past cognitive bias and the backfire effect

How to clear the physiological addiction to mind-story drama

Deep relaxation as a tool for change

Meditation vs guided visualisation

Mentoring language to facilitate healthy breakthroughs





Module 3: Hidden Fears & Beliefs

Phase 1

How to clear your limiting beliefs, hidden fears and secret excuses

The power of secondary gain to keep you stuck, and how to clear it

How to create positive affirmations that actually work

The power of gratitude to turn your Inner Critic into your biggest cheerleader

Phase 2

Metaprogrammes to spot client motivations & creating 'basta-moments'

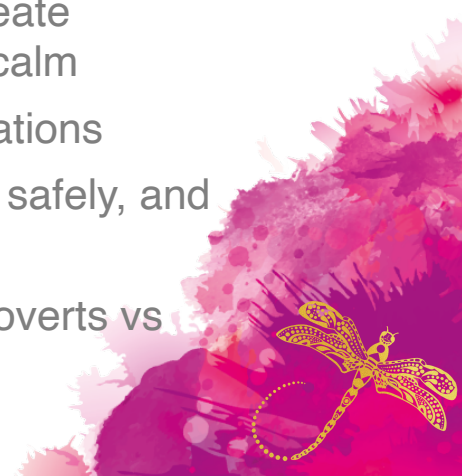
Unpicking attachments and secondary gain

Working with values to create transformation and inner calm

Using identity-level affirmations

Dealing with past trauma, safely, and when to ask for help

The difference in how introverts vs extroverts need support





Module 4 (Retreat): Letting Go Of The Sticky Stuff

Phase 1

Tools to safely clear out the sticky stuff, including Solution-Focussed EFT ('tapping') and pranayama (breathing techniques)

How to work safely with your blocks and not be scared of letting them go

Taking off your secret masks

Showing up as all of who you really are

Phase 2

Using your intuition, vs mind-reading and assumptions

Using your body and energy to support change

Handling client resistance and fear

How to close Pandora's box and when to refer someone on

Coping strategies vs root cause analysis and when each is needed

Client-safe Solution-Focussed EFT



☆ Module 5 (Retreat): The Power Of True Confidence

Phase 1

Developing a healthy internal feedback mechanism

How to get off the emotional rollercoaster of praise and criticism, without shutting down

The difference between judging yourself and evaluating your performance

Courageous alignment to give you courage

Phase 2

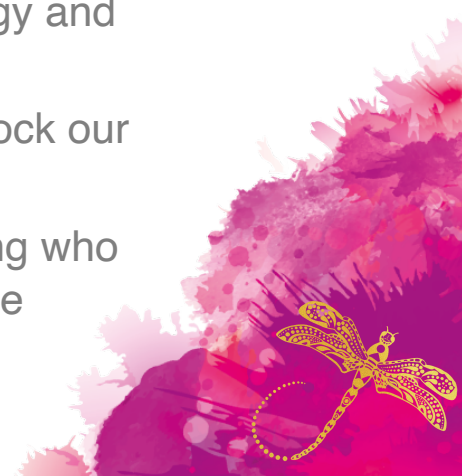
Hearing (and feeling) what isn't being said

Getting your own energy high and out of the way, to facilitate change

Protecting your own energy and boundaries

How we unconsciously block our client's progress

From head to heart – being who your client needs you to be





Module 6: Consciously Creating Your Future

Phase 1

Influencing authentically
Being a conduit vs a crusader
(aka ditch the monkey)
Dealing with difficult people
and tough conversations
How to handle energy
vampires, without resorting to
garlic & wooden stakes
Consciously creating your
future, with clarity, confidence
and passion

Phase 2

Setting your client up with skills for
life & making yourself 'redundant'
Bringing mentoring to a healthy close
Supervision and developing yourself
Marketing – in-house or external
Client on-boarding – priming for
success
The power of testimonials & case
studies, vs confidentiality
Healthy client boundaries, even
after the mentoring ends



And It's Not All Left-Brained

You can't solve a problem with the same level of thinking that created it.

Einstein

- ▶ The essence of the way you'll be working with clients goes beyond the 'cognitive' levels, because there's only so much you can clear and shift for them with the thinking mind.
- ▶ You'll learn how to work with them at a more subtle, energetic level, tapping into your intuition to uncover what is keeping them stuck, not just your rational mind.
- ▶ You'll be using proven strategies to help them to clear out stuck emotions and behavioural patterns from their body, as well as their neurology, so they truly set themselves free from the blocks that were holding them back.



Typical Timeline (May Vary Slightly To Avoid Seasonal Clashes)

Phase 1

For Yourself
Months 1-3

Week 1: Module 1
Week 3: Module 2
Week 5: Module 3
Approx Week 8: 2-Day Workshop For Modules 4 & 5
Week 11: Module 6

Phase 2

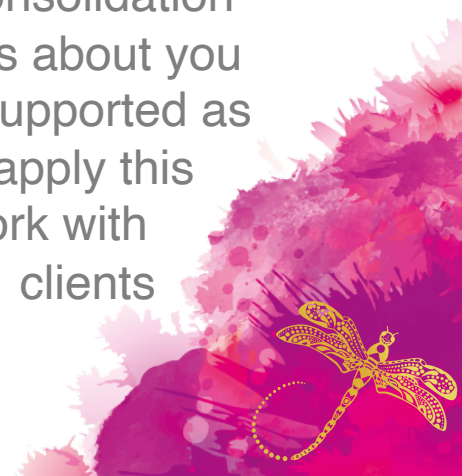
For Client Work
Months 4-6

Week 14: Module 1b
Week 16: Module 2b
Week 18: Module 3b
Approx Week 22: 2-Day Workshop For Modules 4b & 5b
Week 25: Module 6b

Phase 3

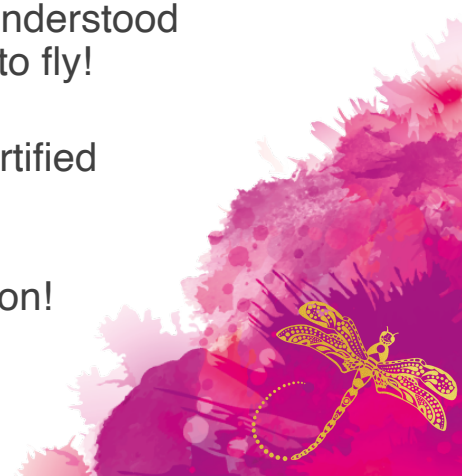
Putting Into Practice
Months 7-12

The implementation and consolidation stage is about you being supported as you apply this work with 1:1 clients



Assessment & Certification

- ▶ You will be completing regular learning feedback sheets as you work through the course content for yourself, in phase one, and as you cover the in-depth client strategies in phase two
- ▶ You will be required to complete personal reflection sheet case studies for twelve client sessions (with at least six clients) over the course of the programme, from phase two onwards
- ▶ You will have a one-hour interview with Clare when you submit your certification application. This isn't scary. It's to check you have fully understood the material, learned how to apply it, and to make sure you're ready to fly!
- ▶ Upon award of your certification, you will be able to use the term 'Certified Imposter Syndrome Mentor' for one year.
- ▶ For CPD, supervision and what happens after the programme, read on!



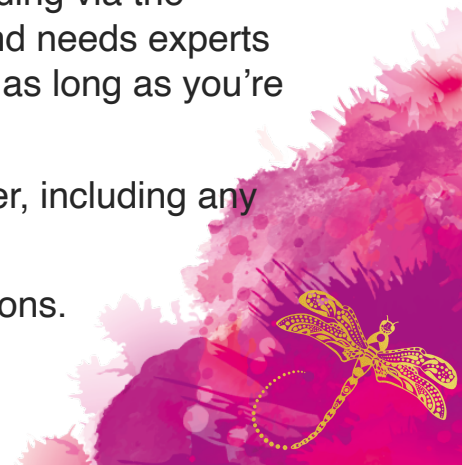
What Happens After The Programme?

The support doesn't end at the completion of your twelve-month programme.

You have access to the training materials for the full twelve months of this programme, and there's the option to keep lifetime access, as well as getting all future updates, for as long as you remain part of Clare's certified coaches' membership. This gets you:

- ▶ Access to additional online training materials, including guest expert masterclasses, for on-going CPD. This is required, to renew your qualification each year after your first twelve months after it is awarded.
- ▶ An entry on Clare's directory for referrals to corporations and individuals, including via the Ditching Imposter Syndrome website (Clare only takes on ten clients a year and needs experts to whom to refer the extra work) as a Certified Imposter Syndrome Mentor, for as long as you're a member.
- ▶ Lifetime access to the core training materials, for as long as you stay a member, including any future updates.
- ▶ Annual CPD day – included in your membership – face-to-face and virtual options.

And there's more!



What About Coaching Supervision?

As we all know, one-to-one supervision is an important part of any coach's journey. As a member of Clare's certified coaches' membership, after the initial twelve months of this programme, this is made easy for you:

- ▶ You get a monthly one-to-one coaching supervision session with a fellow certified mentor. You will be paired with someone for three months and then rotate. Training on how to run these sessions is provided.
- ▶ You get a monthly all-mentors mastermind call, which can be incredibly helpful if you've got a client who is stuck, or if you want to share a success, or to learn about new techniques.
- ▶ Both the supervision and the group calls count towards your annual CPD points.
- ▶ You get continued support of your peers and Clare in the private forum and grads Facebook group.
- ▶ You keep your quarterly 1:1 session with Clare.

This membership, with its benefits (previous page, plus supervision, plus see the next page!) costs just £197+VAT per month and you lock this price in for life, even when it goes up for others.



How To Earn Back Your Investment

- ▶ The training means you can market yourself as a Certified Imposter Syndrome Mentor. This means you will build a reputation for 'reaching the parts other coaches can't reach', which will further build your word-of-mouth referrals. It also gives you the option of reviewing your fees, because your skills have increased.
- ▶ For most coaches working at this level, 1-2 new clients will cover your course investment.
- ▶ In addition, there's the potential to be referred clients via your listing as a certified mentor on Clare's website (for members only, so we know you're getting the right supervision and CPD), and directly from Clare, as she only takes on ten 1:1 clients per year.
- ▶ Clare also needs coaches she can trust, to support her with the 1:1 work that goes with her 90-day Stepping Up To Lead Programme. If you're in her membership, you would be eligible to earn £600 for delivering four x 45-minute 1:1 sessions to a student.
- ▶ Whilst you're a member of Clare's Certified Mentors' Membership, if you refer a client to her Stepping Up To Lead programme yourself, you can earn up to £1,000 of the £1,995 fee, in return for conducting the four coaching sessions that accompany the course.



What's The Investment?

This is a small group programme, where you will get group and individual support. It will teach you how to work with clients at a level that most coaches and mentors can't work, helping you to co-create breakthroughs where others couldn't, as you will be an expert in this field.

Places are limited, so you won't get 'lost in the crowd' and get the quality of support you deserve. There are maximum twelve places for each round of this training.

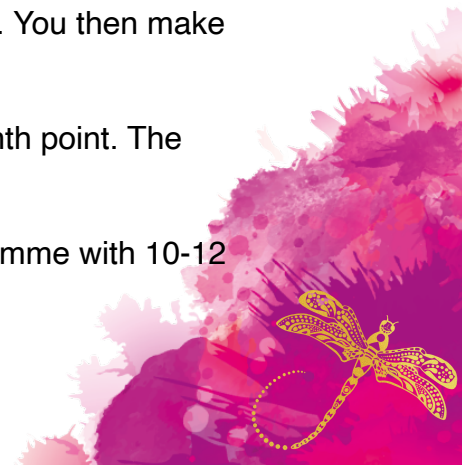
It runs once per year as a public course, with individual places available. I run maximum three rounds per year as a corporate in-house programme, for a minimum of 12 attendees.

Join us for April 2021 - £8,995 + VAT

A payment plan is available if you are self-funding. An initial payment of 25% secures your place. You then make ten monthly payments for the balance, once your course starts.

For corporate-funded attendees, 50% must be paid upon confirmation and 50% at the three-month point. The initial 50% must be paid within 14 days of the invoice.

For corporate courses, a bulk discount to £7,995+VAT per person is applied if you book a programme with 10-12 attendees.



How To Apply

- ▶ Fill in the application form here:
<https://ditchingimpostersyndrome.com/imposter-syndrome-mentor-training/>
- ▶ Submitting the form will take you to Clare's online scheduler, to book a call with her, to give you a chance to ask any questions.
- ▶ If it's a yes from you and from Clare, then your initial payment (made at the end of that call) secures your place. You will receive your contract and welcome pack within one working day.
- ▶ Note: the initial payment for April 2021 enrolment is 25% if self-funded. For corporate attendees, your place will be held for 14 days to allow the first 50% invoice to be processed and paid.
- ▶ Got questions before applying? Email hello@clarejosa.com

