



# PPAI **E**XPO 2023

## CONFERENCE

# Pushing Your Envelope

Overcome the Self-Doubt of Impostor Syndrome...  
...Once and For All!

Maureen Zappala



**PPAI EXPO** 2023





# Your Transformation Starts **TODAY!**

1. Recognize Impostor Syndrome
2. Reverse the thoughts
3. Revise your next steps





The single biggest  
roadblock preventing  
you from reaching your  
greatest potential is...

**IMPOSTOR SYNDROME**



**Impostor  
Syndrome screams  
the loudest in  
times of**

**TRANSITION**







**There are  
perfectly  
good reasons  
for you to feel  
like an  
impostor.**

**Bad News!**

**Good News!**





You don't cure it





You control it.





You don't mend it.





You manage it.



You don't eliminate it.



You alleviate it.



# What's the solution?



## FRAUD-FREE FRAMEWORK

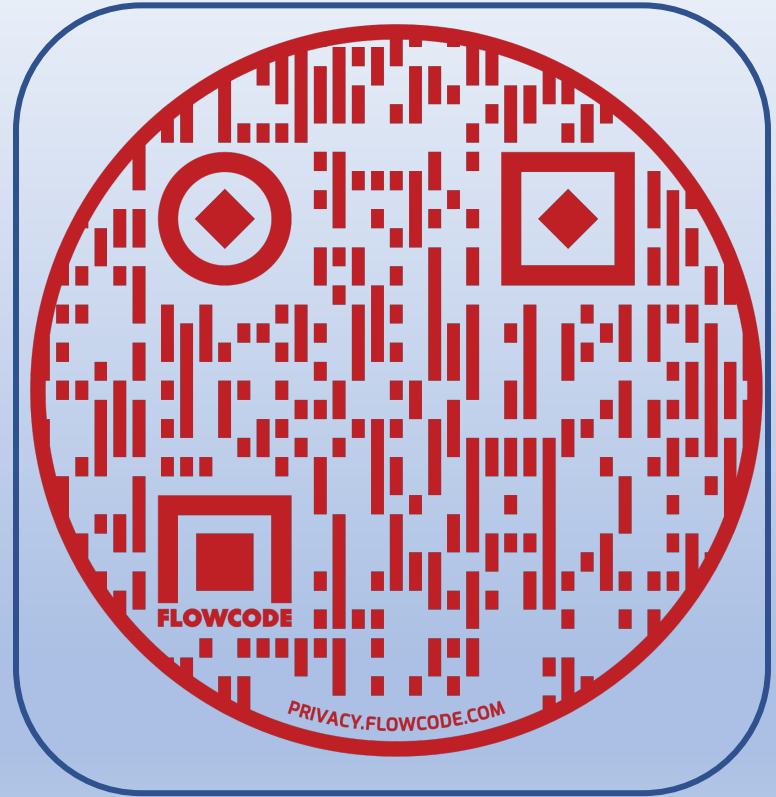
Strategies to  
**Defeat** the Impostor Syndrome

# Your free gift



Photo by [Annie Spratt](#) on [Unsplash](#)

(SCAN ME!)

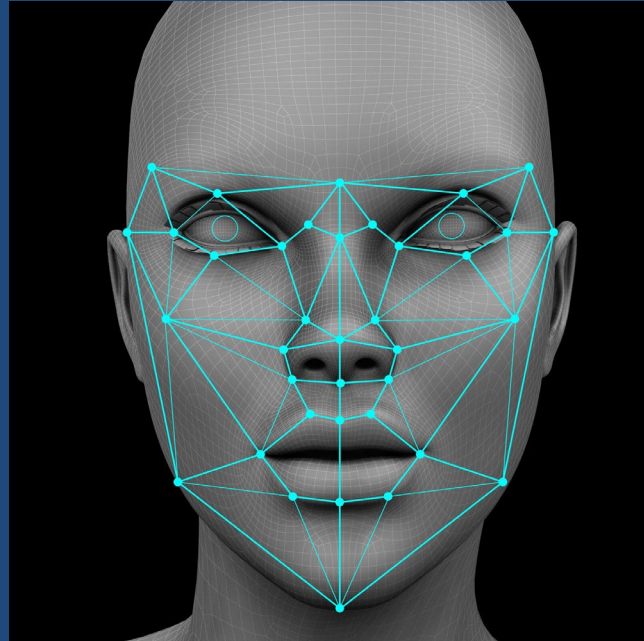


[maureen.com/pdf/](https://maureen.com/pdf/)

# STRATEGY #1

---

# RECOGNIZE IT.



# 1. Impostor Cycle



## Six Symptoms of Impostor Syndrome



# The Imposter Cycle

# DISRUPT!!



New Project

Over-Prepare

Successful Outcome!

create

Applause  
&  
recognition

You Stress

and RELAX



1. Impostor Cycle
2. Perfectionism
3. Superhero
4. The Fascinator
5. Fear of Failure
6. Fear/Disdain of Success

## Six Symptoms of Impostor Syndrome

## STRATEGY #2

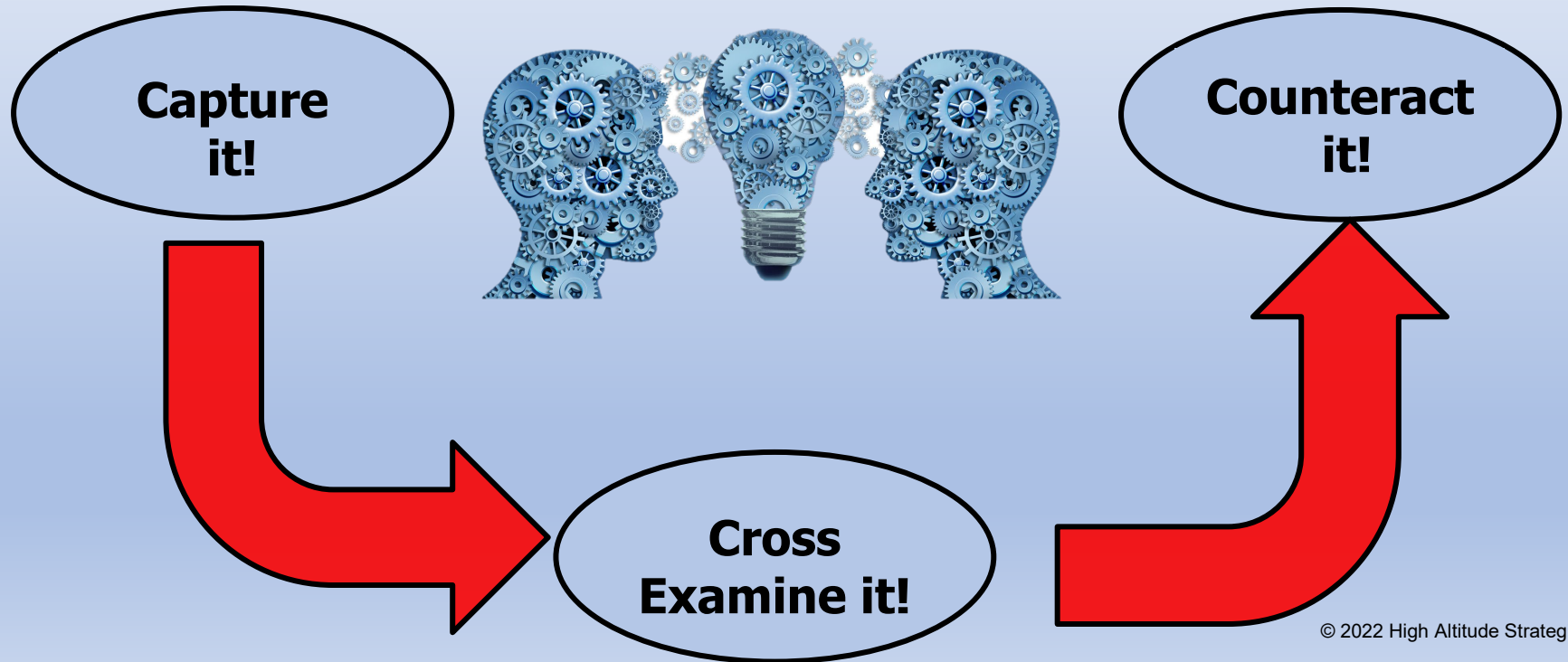
---

---

REVERSE IT.



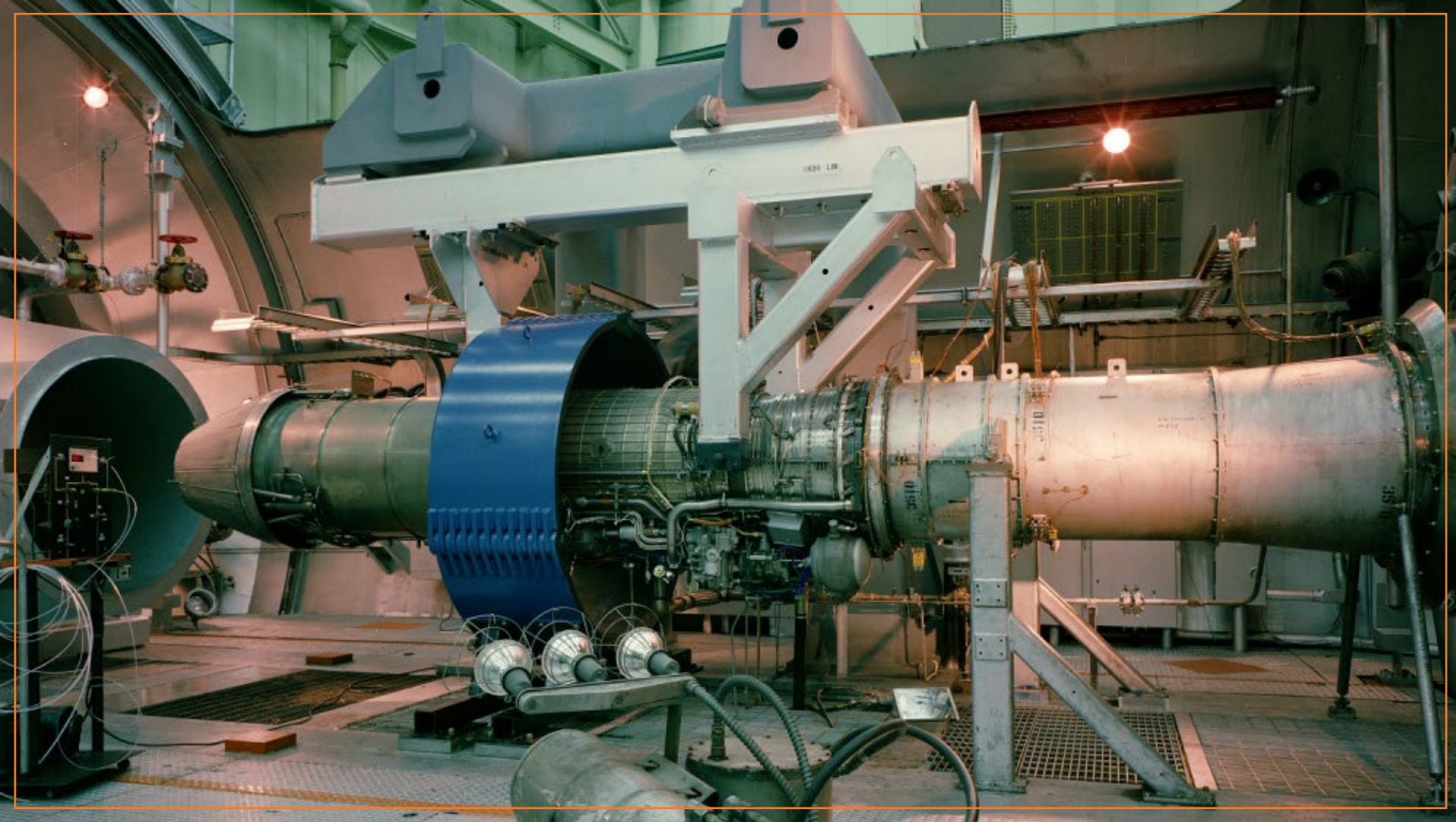
# Tri-C Approach











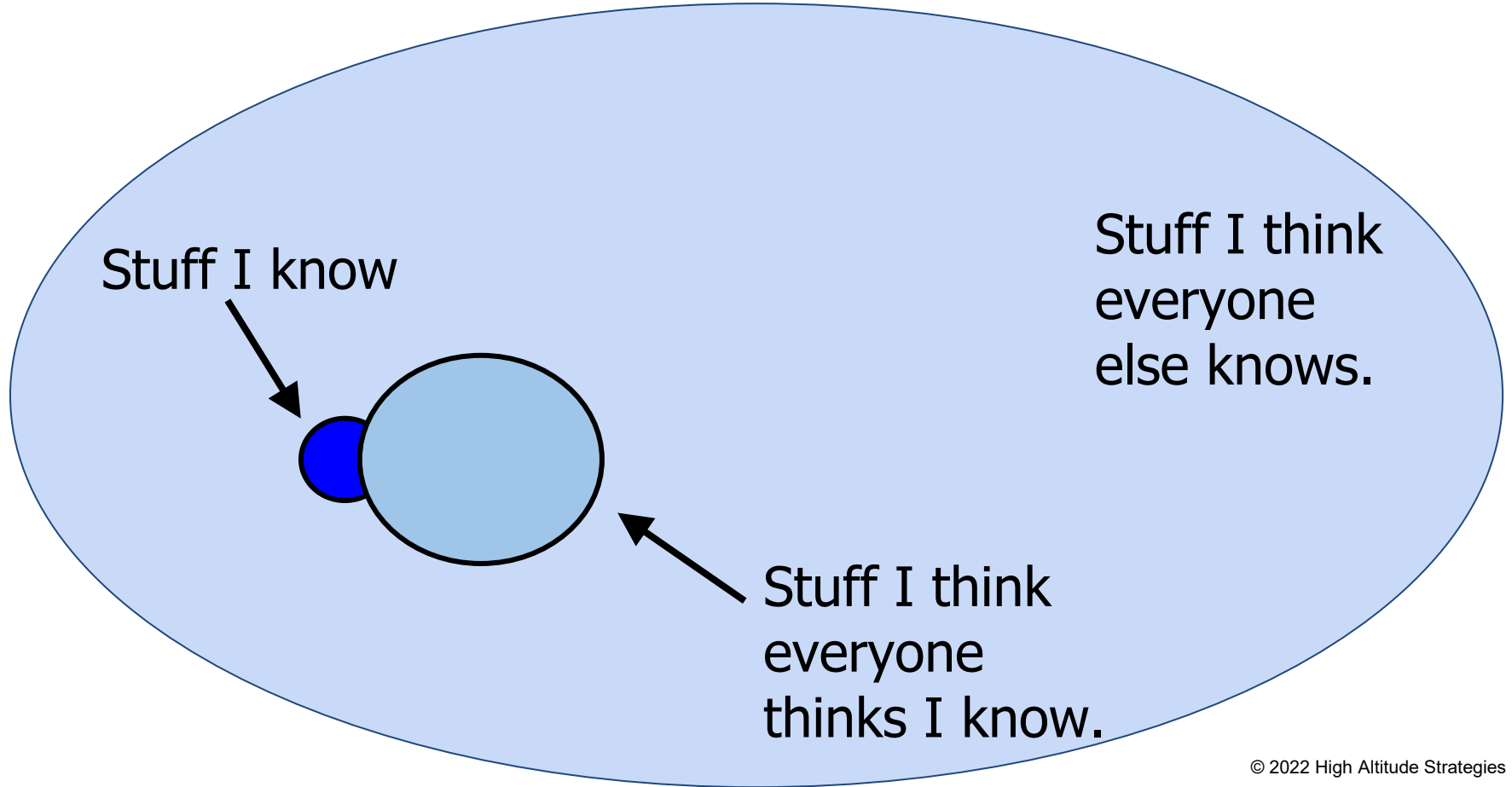
## STRATEGY #3

---

# RE-PEOPLE IT.

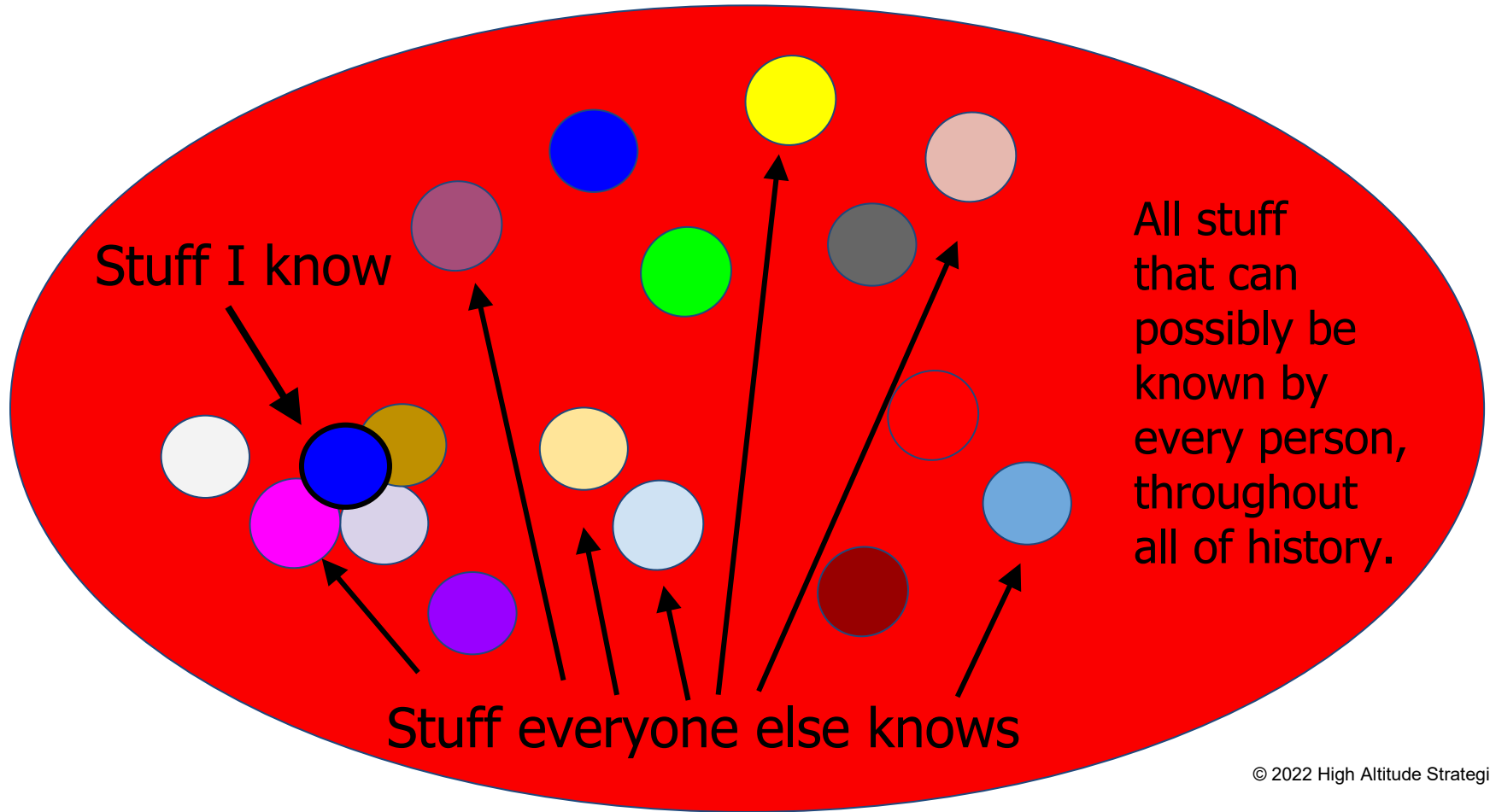


# The Cognitive Distortion





# The REALITY is...



**Don't Dis Your Dot.**

# Celebrity Dots



LeBron James



Carrie Underwood

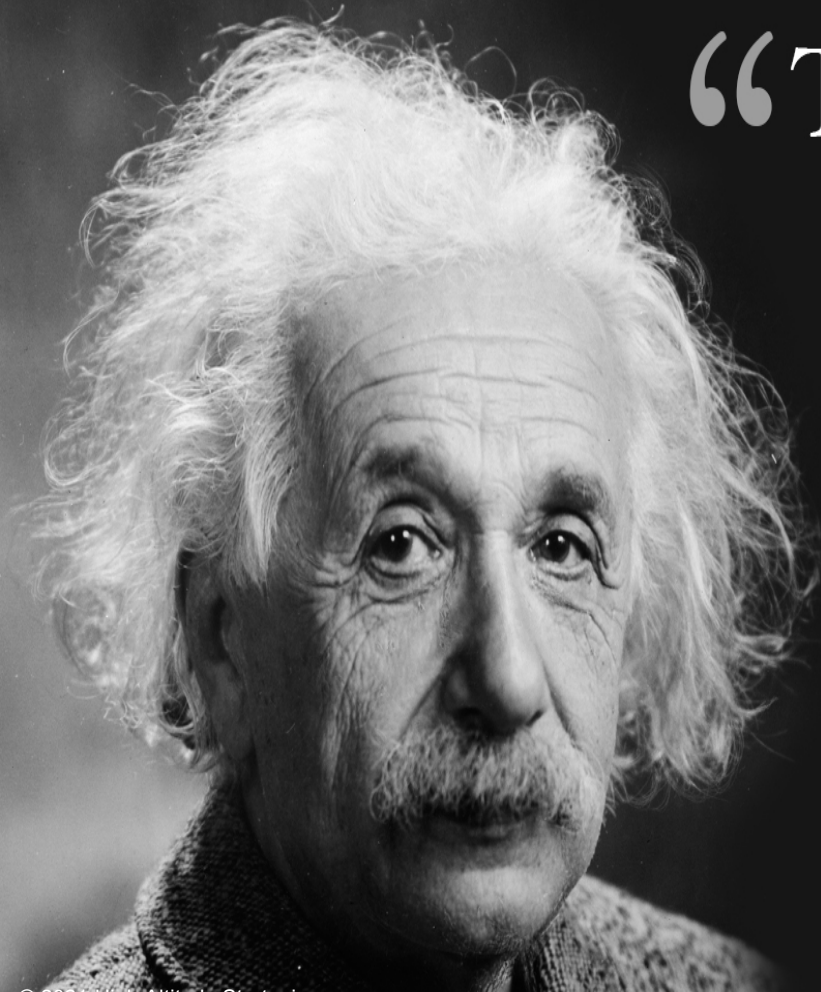


Ronald Reagan



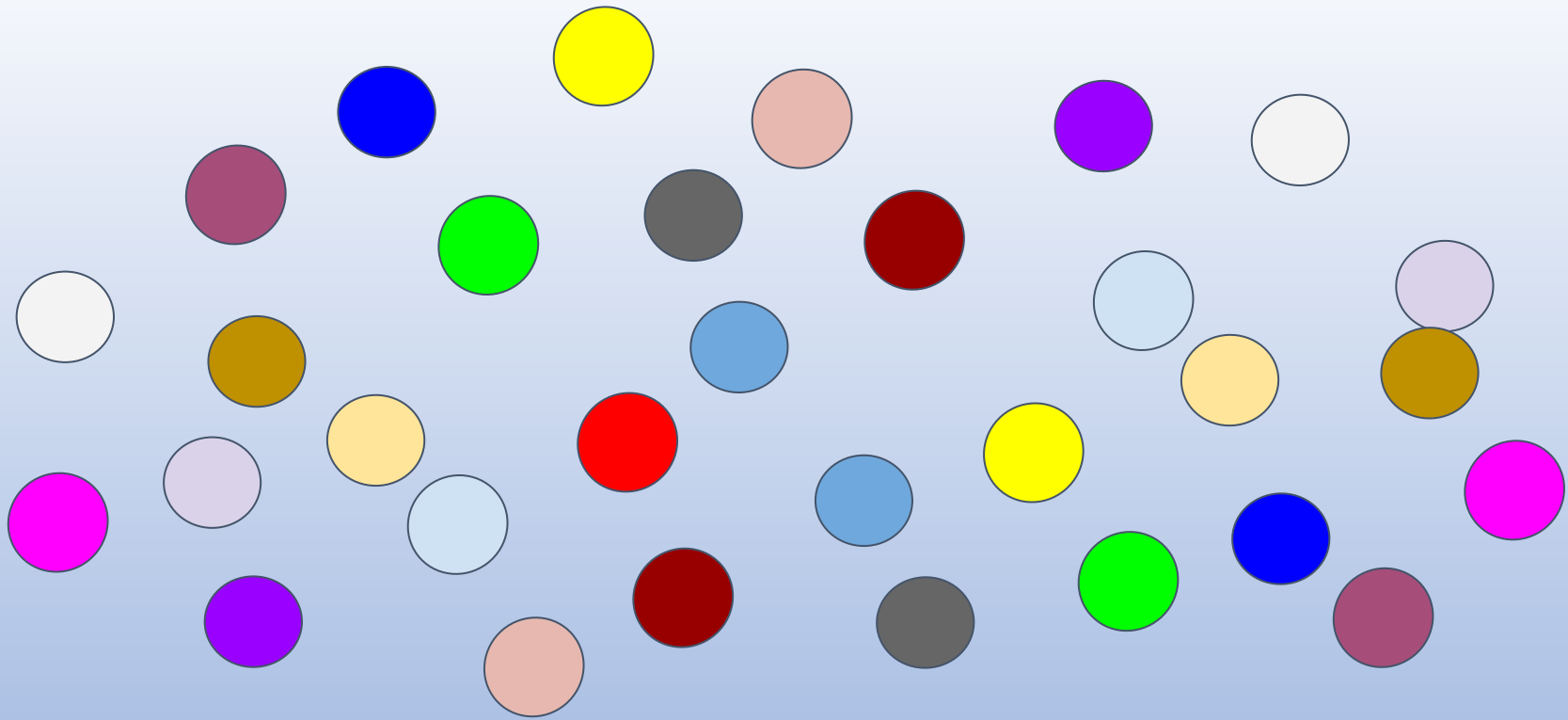






“The exaggerated esteem in which my lifework is held makes me very ill at ease. I feel compelled to think of myself as an involuntary swindler.”

Albert Einstein



# What's in your DOT?

# Collect your DOT DATA!

talent



Promotion





**Don't Dis Your Dot.**

# Strategies to overcome Impostor Syndrome



Recognize it



Reverse it



Re-people it



At the core of  
Impostor Syndrome:

**SHAME**

# Believe it and achieve it?







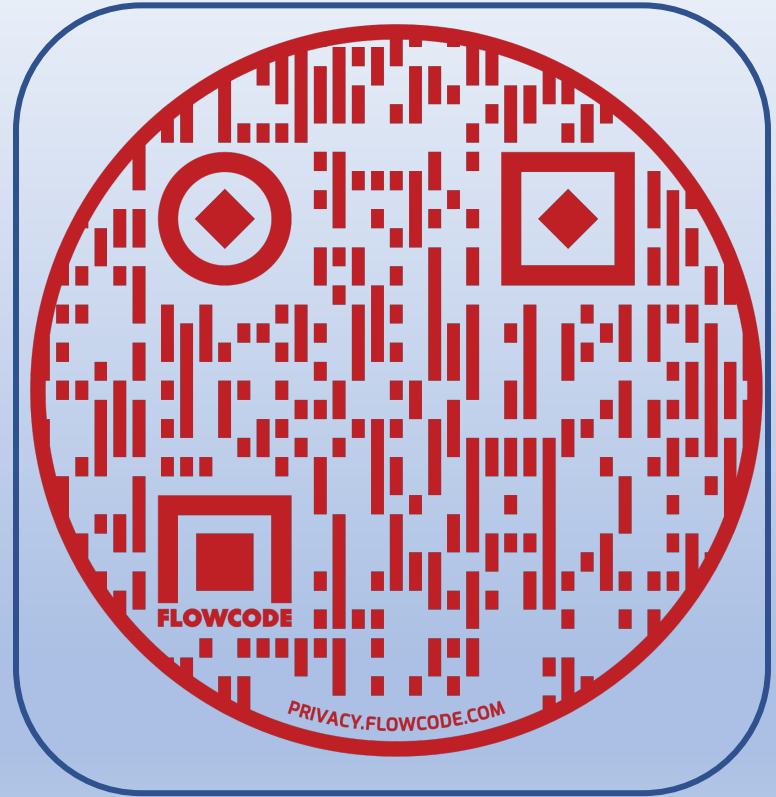
# Denali Lumma

# Your free gift



Photo by [Annie Spratt](#) on [Unsplash](#)

(SCAN ME!)



[maureen.z.com/pdf/](https://maureen.z.com/pdf/)



# Stay in touch!

[www.MaureenZ.com](http://www.MaureenZ.com)

[maureen@maureenZ.com](mailto:maureen@maureenZ.com)

330-441-0722





# PPAI **E**XPO 2023

## CONFERENCE