

Welcome to the webinar.

**Imposter Secret: escaping the crushing side-effects of “fake it ‘till you make it”**

Sometimes you feel like you don't have a choice.

Maybe you accept a new job that represents a step-up in your career. You need to learn fast and show your stuff...

so you decide to fake it 'til you make it.

You make sacrifices at home to hang onto your job hoping conditions will be more bearable down the line.

And you do whatever it takes.

If you need new skills you dive in and learn. If your job requires more time you put in the hours. If availability will make a difference you respond to messages off-hours.

**The strategy works! You have become a dependable team member — one who shoulders responsibility and accomplishes goals.**

Then your home situation changes — you get married or a child comes along and turns your life upside-down. You have to get a grip so you decide to fake it 'til you make it at home too.

You honor every commitment. If you need to get off work early for a family event you talk your boss into it. Or you come in late to take a child to a doctor's appointment.

**The strategy works! Your boss and coworkers give you leeway. And you have become a super parent, a super spouse. You really can have it all.**

But in the long run (or sometimes no-so-long run) the extra demands of your job make your family feel like second-class citizens.

And the extra demands at home trigger questions about your commitment.

So you put on one face at work to indicate total dedication to your career.

And another face at home to communicate total dedication to your family.

That too works in the short run.

But at what cost to you personally?

**As it turns out, there is a third party with demands of its own — YOU.**

Your roles at work and at home have squeezed the real “you” out of the picture.

Sound familiar?

If so, you’re carrying around a secret: you have given up your true self and created an impostor to cope with the demands of your career and home life.

Your impostor puts a strain on the true you, robs your energy and creates crushing side-effects.

To fully express yourself as a human being you must enjoy a fulfilling personal life, do meaningful work AND be true to yourself.

Here’s the good news.

**Others have found a saner way to live. You can too.**

Achieving a balanced lifestyle begins with a realization: you are a unique combination of preferences, abilities and interests.

When you identify strategies to capitalize on those special attributes life begins to make more sense.

The warring parts of you call a truce and create a real possibility of lasting peace.

You have more energy to devote to the challenges of life — physical, emotional, spiritual and intellectual energy.

A vast reservoir of energy is recaptured. Not that you can run the race without tiring. But you can run the race you were meant to run without collapsing before the finish line.

How?

By confronting fake-it-‘til-you-make-it. By understanding the unique wiring of your personality. And by adopting strategies to live your best life.

For what profit is there in gaining the world but losing one’s soul?

**I wasn’t always a consultant helping entrepreneurs get off the “fake it ‘til you make it” treadmill.**

In fact, I was one of them — at 27 years old, I was a hard-charging entrepreneur that within 10 years built a successful 8 digit multi-million-dollar international company at great cost to myself and family. Just before I turned 40, I had grown our business into 18 countries, and had partnerships with well known consulting firms. I was riding the wave of success but had no energy to enjoy it.

I left the organization burned out.. and decided I had to learn to do it differently next time.

I had to face the demons in my life and struggle to adopt better strategies. If I had not, my present life would not be as fulfilling.

For the last 18 years I've been helping ambitious people discover how to devote the best of themselves to their work without losing their relationships to their business.

**If you stick with me I'll be your guide as we explore your life strategies and expose your impostor to the light of your awareness.**

You'll learn how to close the gap between your work life and home life without giving up either.

And you'll explore ways to meet your commitments while honoring your true self.

By the time we finish you'll have a blueprint for changing your life for the better.

But first, let's get clear on something.

The problem isn't the demands of your job. Neither is it the demands of your home life.

The problem is trying to fulfill the demands of roles using someone else's model. A model that may work for people like them but may not work for people like you.

Here are a few quick examples.

**Jim (fictitious name but you know a Jim) tends to be introverted.**

He can hold his own in business meetings and social situations.

But to advance in his career he needs to move into a leadership role.

Western culture has that all figured out, right? To lead, you must be an extrovert. And if you're an introvert, you must get over it and come out of your shell.

After all, introversion is a personality disorder (many people think.) Why doesn't he talk more? Why does she hold back in groups?

And the prejudice starts early.

Children are urged to develop social skills, even in kindergarten. All through school, extroverts tend to be more popular, more successful in team sports, and more likely to hold student leadership roles.

And in any class where verbal participation counts toward grades, extroverts shine.

So to Jim the task is clear. Work harder at extroversion. Otherwise he can't compete.

So Jim ignores activities requiring alone time to devote time and energy to alien situations requiring the skills of extroversion.

To cope he creates an extroverted impostor.

The impostor works harder than the extroverts Jim competes with and tries harder in the moment to be outspoken and decisive.

Whereas an extrovert is energized by situations that require extroversion, Jim comes away from such moments exhausted.

Exhausted to the point where nothing is left over for relationships at home.

But to be fair, let's look at the extrovert's situation.

**Artie is great with people — the bigger the crowd, the more he enjoys it.**

But his career includes tasks in which he's not the center of attention. Tasks demanding solitude and deep thought.

Artie has to buckle down. Close the door. Open the book. Get out the pencil and paper. And figure out what to do. Alone.

In those moments of solitary confinement without friends and cohorts Artie's charm is useless.

So Artie grits his teeth and struggles to control his mind — keep it from flitting so he can focus on one thing at a time.

Boredom sets in and the task gets even harder.

At the end of the day, Artie returns home to more solitary tasks: bills, taxes and the chores of daily life. Even at home Artie's tasks drain his energy, enthusiasm, and zest.

And what about someone whose needs conflict with their preferred behavior?

**Rebecca works for a large company with elaborate systems to accomplish complex objectives critical to the company mission.**

Rebecca likes order and performs well in structured environments. But she has a strong need to control her environment and be master of her moment-by-moment destiny.

When too many layers of process are imposed Rebecca feels claustrophobic and out of control not knowing the point of the task at hand.

Rebecca reacts by resisting routine. Follow-through is weak and Rebecca neglects order and systems.

This reaction contradicts Rebecca's self image as an orderly person who thrives in structure. Rebecca's self-discipline in the face of disorder depletes her energy.

Rebecca's husband is also a career executive and has little interest in sharing the mundane tasks of home life. He finds opportunities to work late, take dinner meetings, and attend out of town business conferences.

Instead of relief from work, Rebecca is burdened by a demanding home life too.

**People are more than their careers and more than their family roles.**

We have a complex web of gifts, needs, interests, and behavioral patterns. These characteristics can act together to create a satisfying life or sabotage life and push goals out of reach.

Sadly, our education provides scant attention to these issues.

A person can learn accounting without learning how to endure the solitude of long hours with only numbers for company.

Or learn how to manage people without learning how to honor our own needs, gifts, and behavioral patterns.

And a failure isn't experienced as a failure to fulfill our needs. A failure is simply experienced as failure. As an inability to measure up. As external proof that we're not good enough.

On a practical level, a misunderstanding of ourselves creates inefficiencies that drain our energy. We're too tired for work, too tired for our family and too tired to simply be ourselves.

Years pass by and we become someone we hardly recognize.

It's time to recognize a truth.

**Fake-it-'til-you-make-it is a workable (short-term) solution with potentially dangerous side effects.**

But some people manage to see trouble coming and make changes.

Some people find ways to use their strengths rather than stressing out over weaknesses. Ways to focus energy on what they do well and avoid what they do poorly.

And they learn to recharge their energy on a consistent basis. They learn to be motivated by confidence and a healthy appreciation of facing challenges, and not by a crushing fear of failure.

These fortunate people learn to be true to themselves.

How would your life be different if you could do the same?

You would enjoy the demands of your career instead of experiencing them as a burden.

Going home would be a refreshing change instead of an increase in demands.

You would have opportunities to experience the joy of doing things you love to do, that energize you and give you a sense of satisfaction.

**I've developed a six-week coaching program starting with a Birkman assessment to help you understand your own impostor secret.**

Based on proven, reliable data in the Birkman we create a blueprint for harnessing your strengths, so you can get what you want and create the energy you need while minimizing harmful reactions to stress.

I call this program:

**Discover your Signature Self**

For 12 years I've used the Birkman to coach entrepreneurs in how to use their unique gifts to accomplish career goals without sacrificing their families or the best part of themselves.

Often these entrepreneurs came to me for help making decisions about their career, promotions to pursue, and talents to tap.

But often our work led us toward more profound needs. A need for balance. A need to interrupt destructive behavioral patterns. A need to for strategies and tactics to help them be true to themselves — not true to some fictionalized cultural view of who they should be.

In many cases the results have been astonishing.

**Now I'm taking this service online** to multiply my efforts and reach a wider range of people. I want to help many more people just like you get the results I have helped others create.

The online program is a combination of using online assessment tools, online training, and group coaching to help members attain more career success while retaining a rewarding home life and deepening their own personal life experience.

The tools assess with over 86% percent accuracy how you use your unique combination of personality traits to create the life you really want.

And my experience with others enables me to guide you to make decisions about how you spend your time. How you focus, use and conserve your energy. How you respond to the demands of your work and family life. And the things you do to get the most out of life.

**The program is not about helping you create a new identity.**

Discover your Signature Self is about identifying how you have developed false identities — impostors — to help you cope with life. And devising strategies that make those impostors get out of the driver's seat, having served their temporary purpose.

This program is your chance to recapture the zest you once felt for your career, your family, and your inner life. A chance to respond positively to the bewildering and ever-changing demands of modern life. A chance to become yourself again.

The purpose of Discover your Signature Self is not to make you more successful. Or a better wife or husband, father or mother.

The purpose is to help you be more of who you already are.

And to trust that, if you are true to yourself, good things will come into your life.

**In my private practice I charge clients from \$2,395 to \$15,000** to work with me because the work requires a great deal of time and intense one-on-one communication.

By structuring some of this work as a learning program, I'm able to help you create similar results at a fraction of the cost.

Eventually I plan to offer Discover your Signature Self at a cost of

**\$1,995.**

During this initial enrollment, I'm offering a discount of over

**50%.**

Because this a new program, I'll be looking for feedback. So I decided to offer a discount as a thank you for those who enroll in a beta test of a new program and are willing to provide feedback.

With the deep discount, the cost of enrollment is only

**\$995**

This represents a savings of

**\$1000**

The Birkman Signature report and a single coaching conversation alone costs my corporate clients \$895. Why am I offering such a great deal? Because I want to get this life changing program to as many people as possible.

This is the **ONLY** time I will be offering Discover your Signature Self at this vastly reduced rate.

**Another reason I decided to offer the course is because of the high cost of alternatives.**

People face serious consequences for coping by living with an impostor secret. Damage to relationships at work can lead to a loss of employment or a shift into a different role or career — a shift that is both unexpected and unwanted.

And damaged family relationships can result in alienated children and the loss of a spouse to divorce.

And on the personal level, the secret impostor can lead to unwise alternatives involving substance abuse, prescription dependence, and destructive personal behavior.

And any of these problems can generate disastrous financial costs, not to mention the personal misery and the unhappiness of those in closest relationships.



Those who see these problems coming may try to head them off with do-it-yourself methods, such as grabbing the latest self-help bestseller, which often is a rehashing of platitudes and bromides that may produce a warm feeling from reading comforting words but don't facilitate real change.

A better alternative is professional one-on-one counseling. But this alternative often requires a long-term commitment of time and money to be worthwhile.

Now this program is not specifically designed for those dealing with substance abuse, dependence on prescriptions or destructive personal behavior. If this is you, I encourage you to get professional assistance soon. However, even if you deal with these kinds of challenges, this program will give you insights and practical tools to increase your energy, renew your passion, and manage your relationships.

Compared to the costly alternatives, the **Discover Your Signature Self** program is vastly cheaper.

In addition to the learning program, the [Discover Your Signature Self] program includes **the Birkman Report** — the only assessment that measures your underlying needs so you can recharge, stay motivated and avoid stress behavior.

And I include live group sessions, delivered by videoconferencing, in which I explain the implications of the results of Birkman results, without disclosing the identities of participants.

Our goal is to create your own personal blueprint of changes you want to make in how you face life's challenges and opportunities. A plan you decide based on hard evidence from a proven assessment tool.

The sessions are also an opportunity to seek advice in implementing changes and receiving feedback from peers and from me, based on my 30 years consulting with business leaders and entrepreneurs.

**I realize that the program represents an investment of time and money.** So I provide a low-risk opportunity to experience the program for 7 days. During that time, you will be asked to take the online Birkman assessment, for an administrative fee of \$99, which is non-refundable.

But if you decide the program is not for you, and let me know within the first 7 days, I will refund your payment, minus the \$99 administrative Birkman assessment fee, which is your to keep. You may ask for a refund for any reason or for no reason at all, and your money will be refunded without delay.

So if you think this program is for you, or even if you're not sure and want to investigate it, I urge you to join the program. If it's not right for you, we will refund everything you have paid except the \$99 administrative fee within 7 days. And you get to keep the Birkman Signature Report.

In addition, if you complete the program and are not satisfied with the final results of your work you may re-enroll as many times as you wish at no additional charge as long as you continue to do your part of the work.

**You receive the following:**

The Birkman assessment including a summary of the results

Access to the full online self-paced learning program

Invitation to attend a live weekly online Q&A session (with a recording sent to you soon after the session).

The Birkman Signature Report revealing how your career and personal strategies match or mismatch your personality.

Group sessions in which we dissect Birkman reports anonymously.

Optional face to face coaching on LIVE weekly sessions.

A workbook for planning how to use the insights you gain.

Unique and personal ENERGY CHECK. A \$199 value. You will be taught a self-coaching methodology my clients have been using for the past 12 years.

In addition, as I refine and update the program, you will receive these updates in your online account at no additional charges — for life.

Some Birkman consultants provide just the Birkman Signature Report and a one-on-review at a cost greater than the \$1995 I WILL ultimately be charging for this entire course.

And the cost can be worth it. After all, one small change in your approach to your job can save your job. And one small change in you home life can cause a dramatic shift to the good in your close family relationships.

To join today, click the link below to go to the sign-up page.

This interactive training requires that I personally understand your journey and your challenges.

So I limit the class to a manageable number of participants.

When the slots are filled or we reach the deadline, we close the enrollment window and get to work with the training.

If the effects of “fake-it-‘til-you-make-it” are taking a toll on your life, you’re not going through a temporary rough spot.

Things will not magically smooth out over time.

You must make changes and adopt strategies that allow you to be who you are, not a caricature of a role you have chosen to fake.

Time may be running out on your career, your home life and your personal life.

**Here’s what you receive:**

Access to the full self-paced learning program

Weekly online Q&A session

Recording of the Q&A session

The Birkman Signature Report

Group sessions

Opportunity for LIVE individual coaching in the Online Forum

Workbook for planning how to use the insights you gain.

Free updates for life.

This is a brand new program based on my 31 years of experience training and coaching entrepreneurs and top executives.

So the price reflects a deep discount of over 50% because I need your feedback. This is the only time I will offer this deep discount.

I’m 100% sure this program will be life-changing. So you have a full 7 days after joining to make up your mind.

If you are not satisfied with the final results of your work you may re-enroll at no additional charge as long as you do the work.

If you decide the program isn't right for you — for any reason or no reason at all — just send me an email and I'll refund every penny you've paid for the course.

The administrative fee for doing the Birkman assessment is \$99 and is a separate non-refundable fee.

If this program sounds right for you — or you just want to check it out — please click the link to go to the order page and reserve your spot.

If you let this opportunity go by, you may struggle with “fake-it-‘til-you-make-it” for years to come.

If you join today, you will have taken a big step forward in reducing stress, increasing energy, and reaching your life goals without compromising who you are.

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[Below video]

## **Discover your Signature Self**

*for lasting fulfillment in your career and relationships.*

To join the program, click the button below to go to the checkout page.

[Yes Dave, I Want to Join Today!]

See you inside,

[Signature]