



  
BRAVER  
STRONGER  
SMARTER

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According to the  
World Economic  
Forum,  
gender parity is  
217 years away.\*

According to us,  
that's simply not  
good enough.

We're on it!

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# Braver Stronger Smarter



Reduce barriers to inclusion, add value to diversity and inclusion programmes, harness latent talent and reduce turnover.

Improve return on investment in our most valuable asset.

People.

**This is not training or a simple awareness raising activity.**

It is a sophisticated suite of interlocking activities that fit together to provide awareness, deliver personal insight and encourage change for the better. Use one, some or all.

Braver Stronger Smarter is based on over forty years of research, current empirical studies and contemporary business practices.

It is styled for a complex, global business environment.

# About The Impostor Phenomenon

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The Impostor Phenomenon (IP) creates an internal feeling of 'not being good enough' and being undeserving of success.

Feelings of intellectual phoniness are characteristic with an accompanying fear of discovery as a fraud. It can cause crushing doubt, stress and impacts negatively on motivations for career advancement, contributes to turnover and disguises the true capabilities of individuals – particularly women.

Individuals are unable to accept that their achievements are of their own making and instead overstate the place of luck or other external factors as reasons for success.

It's robbing our organisations of much need talent. It creates unnecessary barriers to individual success and 'feeds' inequity in the workplace. It's pervasive in workplaces globally.

Publications on the IP can be found on the website.



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



# It's not about 'fixing people'

While the impostor phenomenon is often seen as an individual concern, workplace structures, processes and behaviours can inadvertently 'feed' an individual's sense of intellectual phoniness.

The Braver Stronger Smarter suite of activities variously addresses underpinning issues to create awareness and an evidence-based plan of action.

Leveraging forty years of global research and Dr Terri Simpkin's current and ongoing empirical studies, Braver Stronger Smarter looks at both the individual and workplace factors impeding equity at work.

Individual insight drives personal professional development and scrutiny of workplace structures informs systems improvement to better support people to be at their best.

Half day, keynote or short seminar



## Braver Stronger Smarter

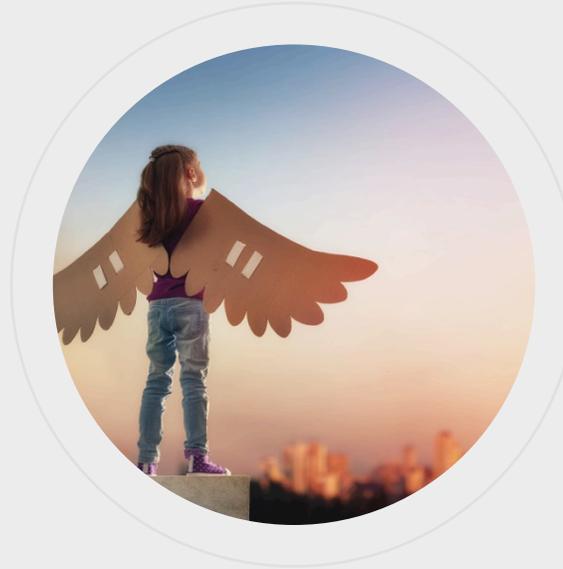


Enable individuals to identify and diminish barriers to personal and professional satisfaction created and perpetuated by impostor experiences.

Improve confidence, productivity and opportunities for advancement & reward.

Full day  
plus optional one day masterclass

POWERED BY  THE GC INDEX®



## Lead Braver Stronger Smarter



For individuals and teams looking to advance leadership capacity by identifying and diminishing damaging impostor experiences.

Develop leadership capabilities for a complex and demanding context.  
Improve team performance.

Delivered in association with

**PERFECT**

Full day  
plus optional bespoke follow up activity



## Work Braver Stronger Smarter



Uncover implicit barriers to inclusion inherent in systems, processes and structures. Remove unseen obstacles to gender parity.

Improve inclusion, reduce embedded barriers, encourage gender balance and equity in advancement, pay and improve retention.



## Bespoke Programmes

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Improve the value of existing diversity and inclusion programmes.

Contact us for a consultation on how we can customise programmes to suit your organisation and people.



## Consultancy

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Generate insight, respond and evaluate. Identify latent talent and improve workplace inclusion.

We're happy to help develop a consolidated and effective suite of responses to address specific issues.



## Be Better

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At the core of all activities is the premise that every organisation and workplace can do more to generate an inclusive culture.

Allow people to be as good as they can possibly be.

# Be Braver, Lead Stronger, Work Smarter



Together the initiatives deliver a powerful mechanism to drive change.  
Create more impact from your existing diversity and inclusion initiatives or build an effective new one.

For individuals -  
Braver Stronger Smarter



For Leaders -  
Lead Braver Stronger Smarter



**PERFECT**  
POWERED BY  THE GC INDEX®



Consultancy, advice,  
public speaking



For organisations and teams -  
Work Braver Stronger Smarter



Bespoke programmes for  
organisations and teams

  
**BRAVER  
STRONGER  
SMARTER**

# About Us



**Dr Terri Simpkin** BBA HRM, BCom (Hons), PGCert (HE), MCIPD, CAHRI, Churchill Fellow

Terri is a forward thinking academic and a recognised specialist in gender issues in workplaces. She is a researcher, corporate educator and sought after public speaker.

She is conducting an on-going programme of global research into the impostor phenomenon and is passionate about advancing the potential of leaders by recognising and diminishing barriers to success.

Terri is the Managing Director of Mischief Business Engineering, an organisation built to create better workplaces, and the founder/author of Braver Stronger Smarter.

## Vicky Sleight

Vicky Sleight, CEO & Founder of Perfect, is a proven thought leader and expert in diversity and inclusion within Tech. She has developed successful global initiatives such as GSMA Connected Women and STEM programmes for young girls.

Vicky is driving diversity of impact and the formation of game changing teams through The GC Index® A radical re-think of how organisations will identify and nurture key talent in the future.



MKG



Ready to speed up the equity agenda for you or your workplace?

Get in Touch  
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