



  
BRAVER  
STRONGER  
SMARTER™

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In workplaces all  
over the world  
there are people  
who know secretly  
know they can be  
better ...

...if only we'd let  
them

We're on it!

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# Discover hidden talent

Braver Stronger Smarter is a response to the urgent need to achieve more to recognise and advance latent talent in organisations.

It recognises that current practices are failing to leverage the inherent capabilities of people who know they can achieve more.

Traditional people management and inclusion initiatives are delivering few effective changes to unlock opportunities for those who may not clearly see their own capacity for achievement.

Fear of success, fear of failure and limited confidence about advancement, although often unintentional, is stifling innovation, productivity and satisfaction in people and organisations all over the globe.

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





# Braver Stronger Smarter

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

Improve return on investment on your most valuable asset.

**People.**

This is not training or a simple awareness raising activity.

It is a sophisticated suite of interlocking activities that provide awareness, deliver personal insight and encourage change for the better.

Use one, some or we can create something just for you.

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 (aka impostor syndrome)

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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.



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# It's not about 'fixing people'

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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 and talent enhancement 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.

# Be Braver, Lead Stronger, Work Smarter



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

For individuals -  
Braver Stronger Smarter



For leaders/potential leaders -  
Lead Braver Stronger Smarter

POWERED BY  THE GC INDEX®



Consultancy,  
bespoke programmes,  
advice & public speaking

For organisations and teams -  
Work Braver Stronger Smarter



For professional coaches and managers  
- Coach Braver Stronger Smarter



Half day, keynote or short seminar



## Braver Stronger Smarter

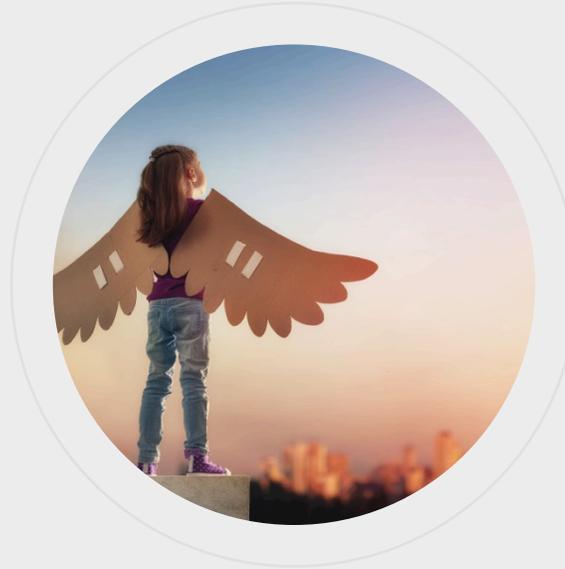


Enable individuals to identify and diminish barriers to personal and professional satisfaction created and perpetuated by impostor experiences.

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.

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 including pay gaps.

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



## Coach Braver Stronger Smarter



As a coach, mentor or manager, knowing why people may not always fulfill their potential is important.

Help others accelerate personal mastery, develop their self belief and enhance their professional/personal capabilities.



## Creative Consultancy



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 or create bespoke programmes.



## Dare To Be Better



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.

# About...



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

Terri is a forward thinking academic and a recognised specialist in emerging managerial and leadership paradigms and 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 the role it plays in diminishing the advancement of the inclusion agenda. Passionate about realising the potential of leaders by recognising and diminishing barriers to success, she works with organisations to better utilise workplace structures, processes, behaviours and values.

Terri is the Managing Director of Mischief Business Engineering (Uk and Aust), an organisation on a mission to create better, human centred workplaces and the founder/author of Braver Stronger Smarter.

Dare To Be Better



Ready to advance and  
enhance the talent  
agenda for you or your  
workplace?  
...

Get in Touch



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