

Martine Gibson

Imposter Syndrome & Emotional Intelligence Specialist

CASE STUDY — Imposter Syndrome Unmasked

From Self-Doubt to Self-Trust

Programme Imposter Syndrome Unmasked	Client Marketing Executive	Format Group Programme	Outcome Launched Own Business
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Background

A Marketing Executive approached Martine Gibson seeking support with confidence and mindset challenges that were beginning to affect both their professional performance and personal wellbeing.

Although highly capable and successful in their role, they were experiencing persistent self-doubt, overthinking, and a constant need to ensure everything was perfect before taking action. Despite clear evidence of capability and achievement, they struggled to believe they were good enough.

The Challenge

The client arrived presenting with a pattern that is characteristic of high-achieving individuals experiencing Imposter Syndrome. They reported:

- Chronic overthinking and rumination
- Perfectionist tendencies that were creating paralysis
- Procrastination and avoidance of visibility
- Difficulty trusting their own judgement
- Constant self-questioning and need for reassurance
- Fear of making mistakes or being wrong
- A strong need for certainty before acting

The impact on their confidence, decision-making, and happiness was significant. Despite their track record, they frequently questioned whether they truly deserved their achievements.

The Intervention

Through a bespoke programme of therapeutic coaching and counselling, we explored the deeper roots of their Imposter Syndrome. The approach was integrative, trauma-informed, and entirely tailored to the individual.

Psychological Exploration

- Early conditioning and upbringing
- Conditions of worth and where they were formed
- Limiting beliefs and negative core narratives
- Cognitive distortions and unhelpful thinking patterns
- Rules for living and schema patterns
- Self-worth and identity formation

Practical Strategies

- Cognitive reframing and reality-checking techniques
- Challenging unhelpful automatic thoughts
- Emotional processing and regulation tools
- Behavioural experimentation and incremental change
- Building evidence of capability over time

The focus was not simply on managing symptoms, but on understanding and changing the patterns driving them at the root.

The Outcomes



Most significantly, the client left their employed role and successfully launched their own business. Today, they are running a thriving business and attribute much of that success to the mindset shifts and behavioural changes developed through the work.

“Once I understood what was really driving my thoughts and behaviours, everything started to change. I stopped holding myself back and started trusting myself.”

Client — Imposter Syndrome Unmasked

Key Takeaway

When people stop believing every self-critical thought and start trusting their own capability, confidence becomes sustainable rather than situational.

About Martine Gibson



Martine Gibson

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Martine Gibson is an Imposter Syndrome and Emotional Intelligence Specialist, Therapeutic Coach, and Integrative Counsellor with over a decade of experience. She founded Readyssetgo Success & Wellbeing to help individuals, teams, and leaders understand the patterns that hold them back, strengthen emotional intelligence, and create lasting behavioural change.

Her approach bridges two worlds that are rarely brought together: the depth of therapeutic insight and the forward momentum of coaching. She helps people understand not just what they need to change, but why the pattern exists in the first place. That's what makes the change stick.

Want to find out more?

Book a free discovery call at rsgsuccess.co.uk or email info@rsgsuccess.co.uk. No pressure, no performance — just a grounded conversation about what you might need next.

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