

# Martine Gibson

Imposter Syndrome & Emotional Intelligence Specialist

CASE STUDY — The Inside Job

*Changing the Inside to Transform the Outside*

<b>Programme</b> The Inside Job	<b>Client</b> Business Owner & Leader	<b>Format</b> 1:1 – 3 months +	<b>Outcome</b> Business Growth & Transformation
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## Background

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A business owner and leader approached Martine Gibson feeling overwhelmed, exhausted, and increasingly disconnected from themselves. Despite running a successful business and managing a team, they were struggling on multiple fronts simultaneously.

The situation had been further complicated by a recent neurodivergent diagnosis, leaving them questioning many aspects of their identity and past experiences. Although they were functioning externally, internally they felt lost, exhausted, overwhelmed and deeply uncertain.

## The Challenge

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The client presented with a complex, interconnected set of challenges that were affecting every area of their life:

- Burnout — physical and emotional exhaustion
- Low self-esteem and persistent self-doubt
- Addiction-related challenges
- Relationship difficulties at home and at work
- Identity struggles following neurodivergent diagnosis
- Emotional overwhelm and lack of regulation
- Absent or inconsistent personal boundaries
- Significant business pressures

## The Intervention

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Through The Inside Job, we undertook a deep, three-phase exploration of the patterns shaping their life, relationships, and business. Every session was entirely bespoke and built around what was most needed in that moment.

### Phase One — The Excavation

Exploring the roots: childhood experiences, family dynamics, significant life events, core beliefs, identity formation, emotional patterns, and the rules for living that had been operating beneath the surface for years.

### Phase Two — The Unravelling

Examining how these patterns were showing up in business, leadership, relationships, decision-making, self-talk, and emotional responses. Separating fact from fiction and challenging long-held assumptions about self and others.



### Phase Three — The Elevation

Building a new foundation: emotional intelligence development, boundary setting, behavioural change, purposeful communication, emotional regulation, self-awareness, practical action planning, and relationship improvement strategies.

## The Outcomes

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The transformation was profound and reached into every area of the client's life.

 <b>Increased Confidence</b>	 <b>Stronger Self-Awareness</b>	 <b>Healthier Relationships</b>
 <b>Better Regulation</b>	 <b>Stronger Leadership</b>	 <b>Greater Clarity</b>

Most significantly: their marriage remained intact, their business experienced substantial growth, they developed stronger leadership capabilities and created healthier, more sustainable ways of working and living.

The client later shared that they believed the work had genuinely changed the direction of their life.

*“This wasn’t just coaching. It helped me understand who I am, why I do what I do and how to create meaningful change. It transformed my relationships, my business and my life.*

Client — The Inside Job

#### Key Takeaway

*When we understand and change the patterns beneath the behaviour, lasting transformation becomes possible.*

## About Martine Gibson

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### Martine Gibson

Imposter Syndrome & Emotional Intelligence Specialist

Founder, Readyssetgo Success & Wellbeing

[rsgsuccess.co.uk](http://rsgsuccess.co.uk) • [info@rsgsuccess.co.uk](mailto:info@rsgsuccess.co.uk) • 07591 819 189

Martine Gibson is an Imposter Syndrome and Emotional Intelligence Specialist, Therapeutic Coach, and Integrative Counsellor. She founded Readyssetgo Success and Wellbeing to help individuals, teams, and leaders understand the patterns that hold them back and create lasting, meaningful change.

The Inside Job is her flagship one-to-one programme — three months, six sessions, entirely bespoke. It goes right to the root of what’s getting in the way and builds something different in its place. Not surface-level strategies. Real, sustained change from the inside out.

**Want to find out more?**

*Book a free discovery call at [rsgsuccess.co.uk](https://rsgsuccess.co.uk) or email [info@rsgsuccess.co.uk](mailto:info@rsgsuccess.co.uk). No pressure, no performance — just a grounded conversation.*

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*Empowering People, Changing Lives ✨*

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