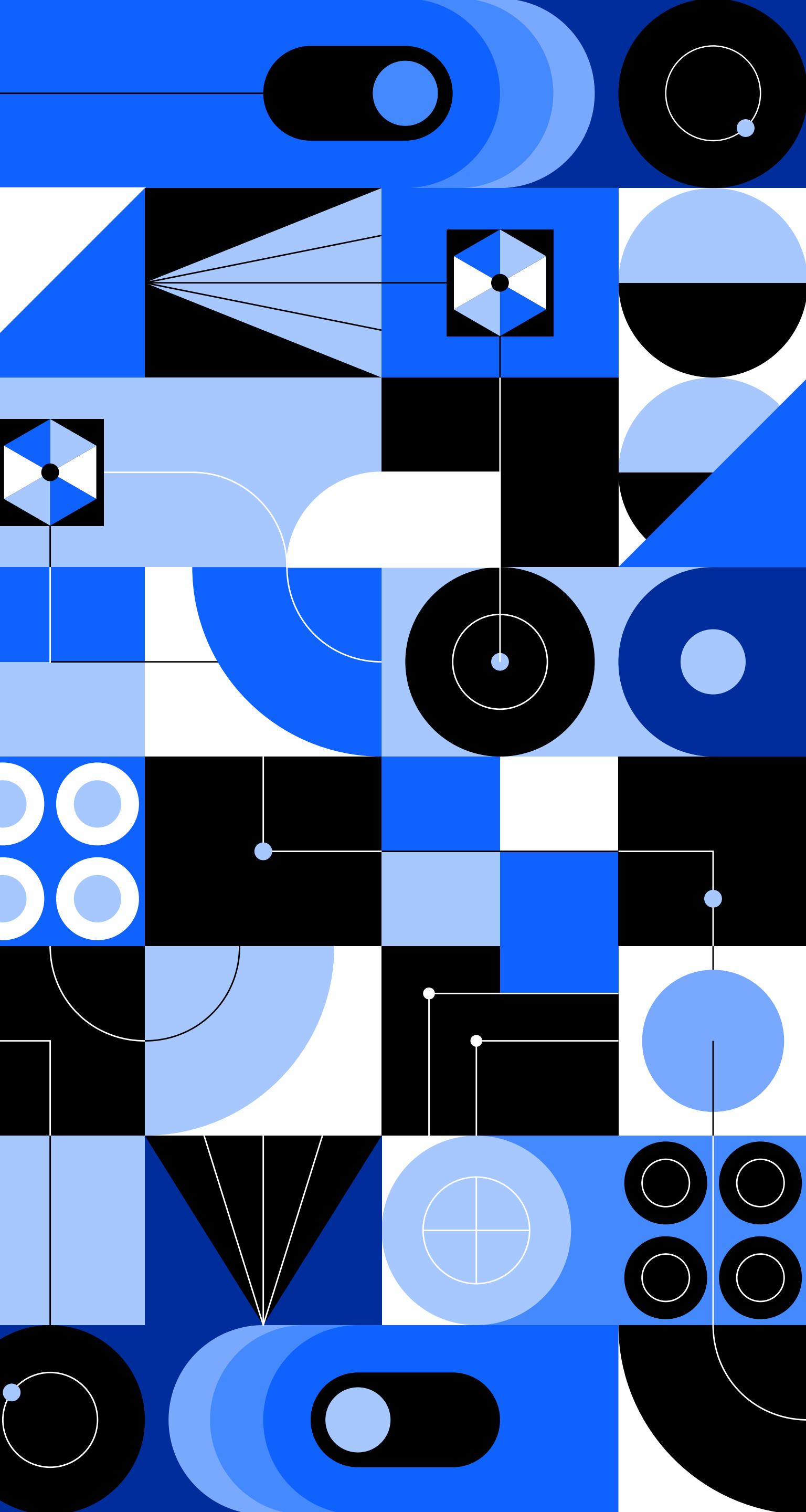


IBM Accelerate

Virtual learning experience from
June 3rd – July 24th, 2024



Announcements:

- Week 3 of Ten Thousand Coffees matches!
 - = June 17th
 - = June 24th
 - July 8th
 - July 15th
- Submit questions for Ask Me Anything alumni panel discussion via Slack
- Resume reviews: reminder to send calendar invitation for session and attach résumé
- Track rockstar nominations: survey coming this Wednesday!

IBM Accelerate

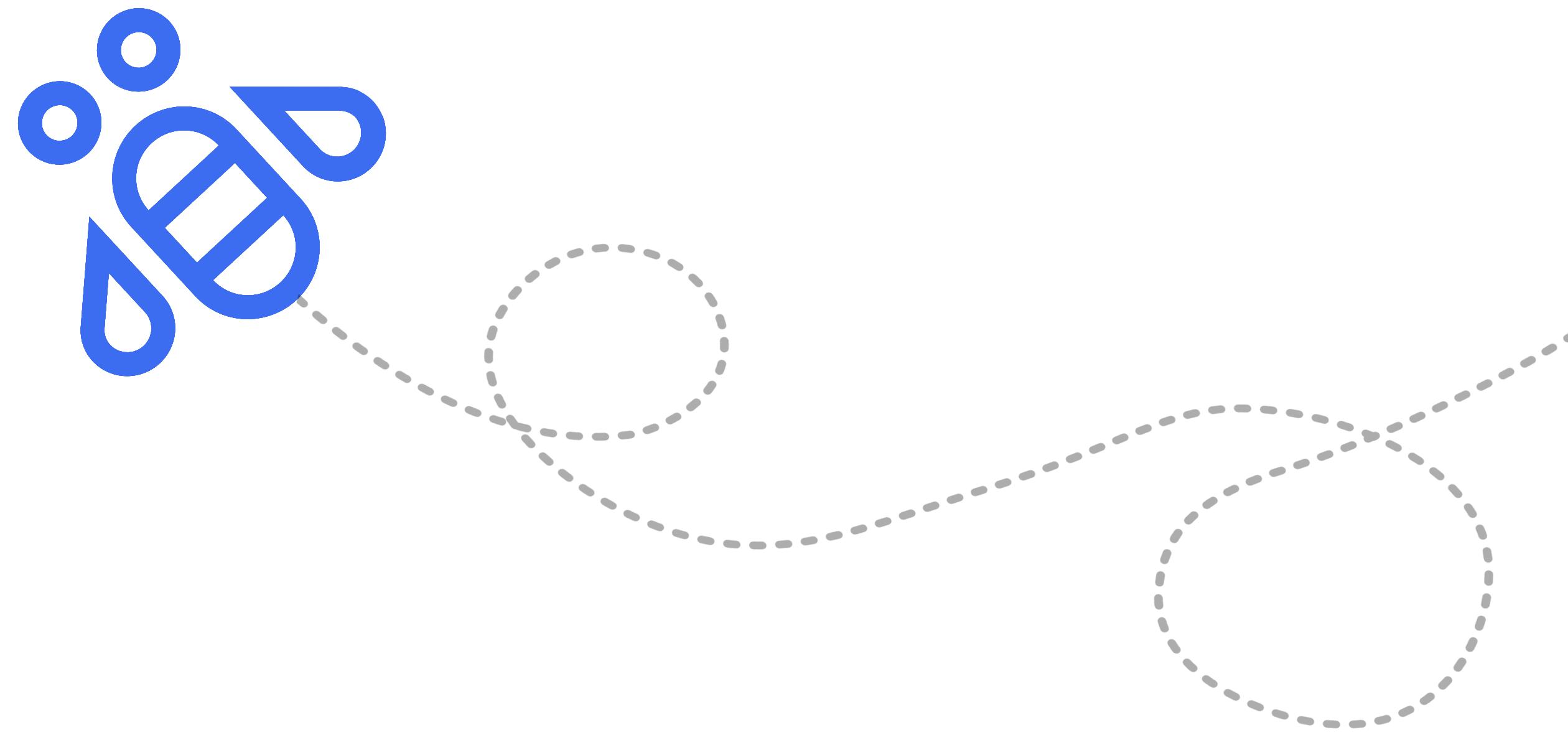
Bringing Your Whole Self to Work



Dr. Lydia Campbell
VP & Chief Medical Officer,
Corporate Health & Safety

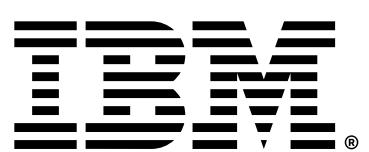


Marla Ledyay
Global Sales Intern
Program Leader



IBM Accelerate Program

Dr. Lydia Campbell
Vice President & Chief Medical Officer
Corporate Health



Career Milestones



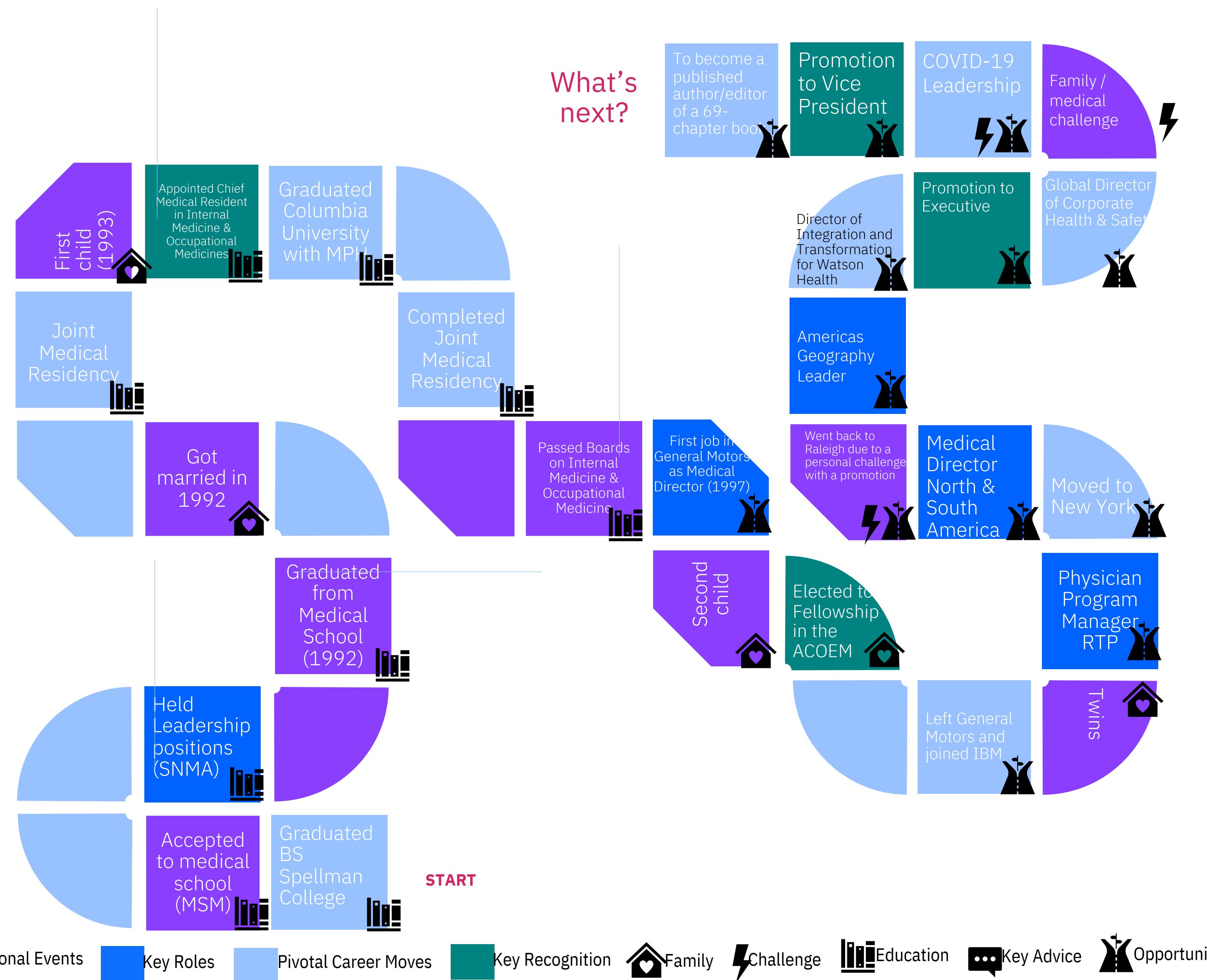
Dr. Lydia Campbell

Organization: Corporate Health
Title: Vice President & Chief Medical Officer

Location: RTP, North Carolina

Key Skills: (top 5)

- Leadership and management
- Internal medicine
- Occupational and Environmental Medicine
- Public Health
- Health Promotion



Poll Question 1:

Where do you see yourself
5 years from now?

GOAL

HEALTH & WELLNESS

MARRIAGE

PHILANTHROPY

CAR

RELATIONSHIPS

HOUSE

KIDS

CAREER

RETIREMENT

VACATION

EDUCATION

FINANCES

Poll Question 2:

What qualities or factors
do you seek in a company
when considering
employment?

DIVERSE &
INCLUSIVE

LEADERSHIP
IS ETHICAL

LEADERSHIP
IS OPEN &
TRANSPARENT

FINANCIAL
STABILITY

CARES ABOUT
EMPLOYEE
WELLBEING



Poll Question 3:

What do you do to take
care of your health and/or
manage stress?

Wellbeing Hacks in the Corporate World

Choose Radical Self-care

- Make the active decision to put your health and wellbeing before anyone or anything
- Block your calendar for mental health breaks and physical activity

Know your Circle of Control

- Understand and manage your concerns by focusing on what we can control or influence versus what we cannot.

Trap it.
Map it. Zap it.

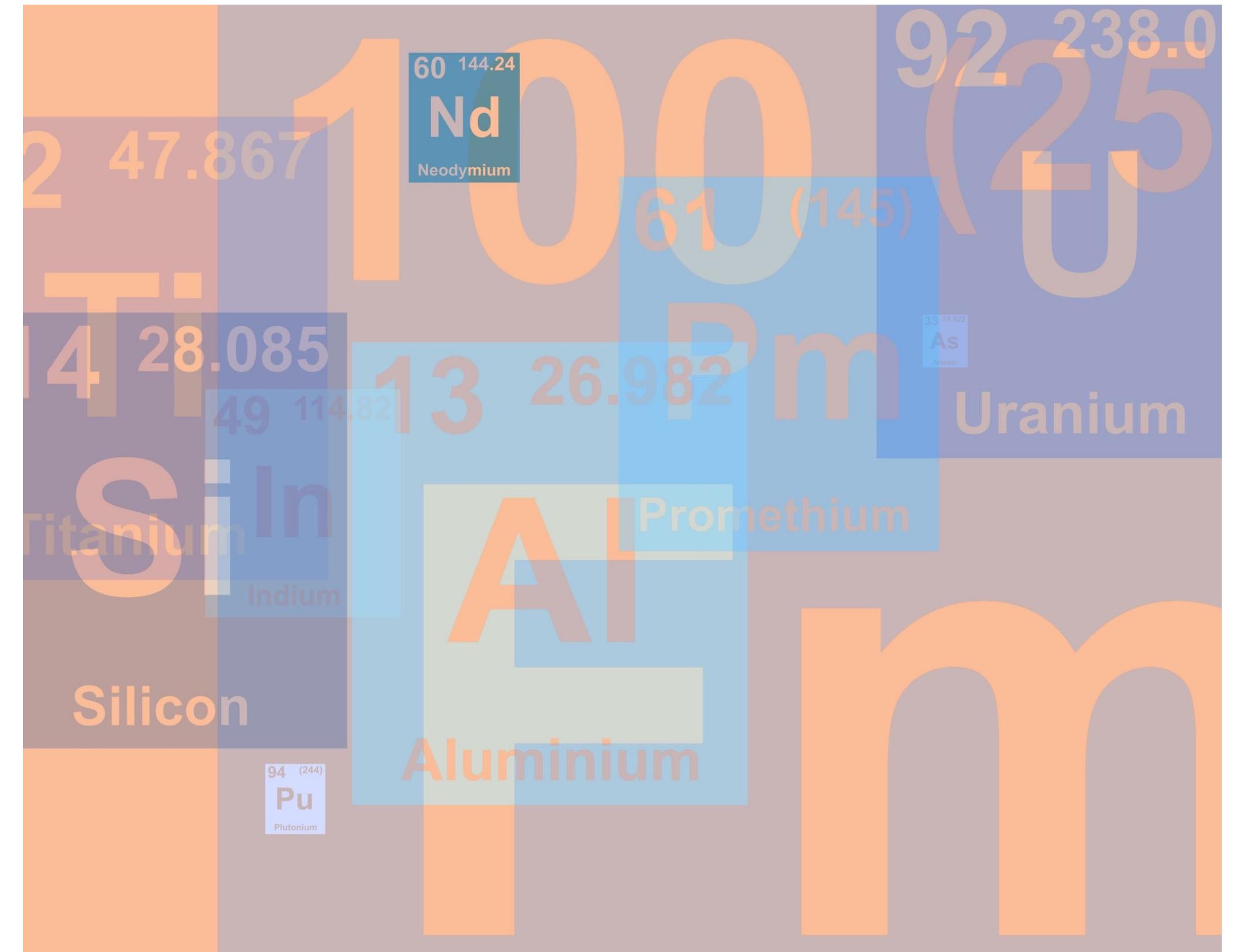
- Thoughts drive our emotions. Our emotions drive our behaviors. And our behaviors drive our choices.



Personal Branding & Managing Imposter Syndrome

Marla Ledyay

July 8, 2024



Agenda

- What is your Brand
 - SWOT
- The fishbowl
- Imposter Syndrome
 - Types
 - Management



A photograph of a smiling man with a beard and tattooed arm, wearing a red hoodie, sitting at a desk.

Your Brand ...

- Skill/Expertise
- Behaviors
- How you show up
- Values or Beliefs
- What you do and how you do it

How do you test it?



Popular Brands



The fishbowl

Imposter Syndrome

“...persistent or occasional doubt concerning one’s abilities or accomplishments accompanied by the fear of being exposed as a fraud despite evidence of one’s ongoing success.”

Characteristics

1. Self-doubt
2. Undervaluing contributions
3. Attributing success to external factors
4. Sabotaging self-success
5. Setting unrealistic expectations
6. Continuous fear of not living up to expectations
7. Burnout

TYPES OF IMPOSTER SYNDROME

Impostor Syndrome

What's your impostor type?

The Perfectionist

I should deliver a perfect performance 100% of the time. My work must always be A+.

**TYPE
01**



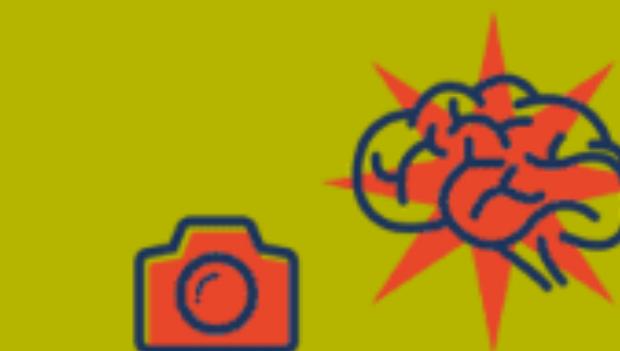
**TYPE
02**

If I were really smart I would already know everything I need to know to do this.

The Soloist

I believe that true competence is equal to my own, unassisted achievements. I must do everything myself.

**TYPE
03**



**TYPE
04**

If I were really competent, I would be able to do it all, and do it easily and well.

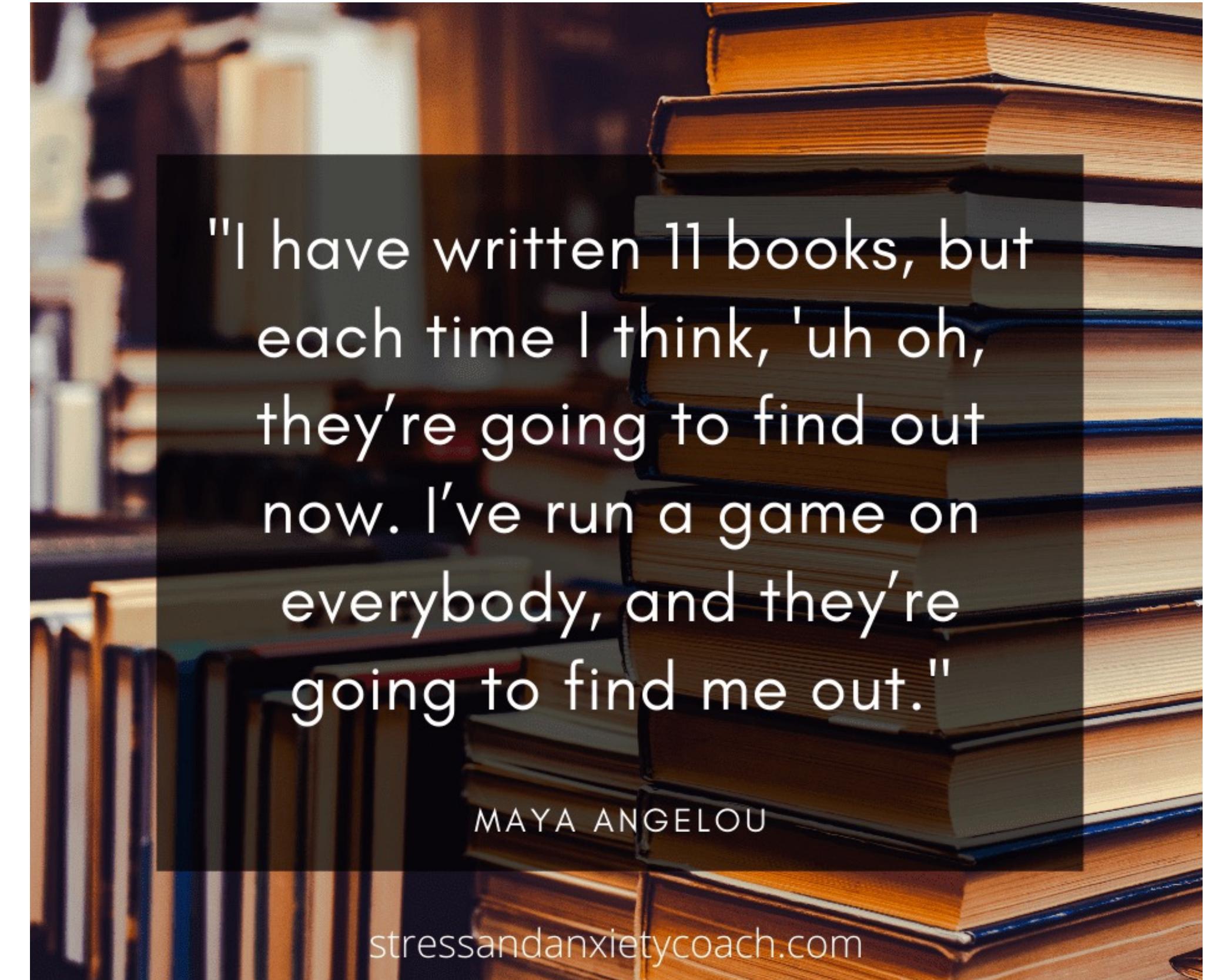
The Great Mind

I judge myself on ease and speed: If I were really competent, it would come quickly and easily.

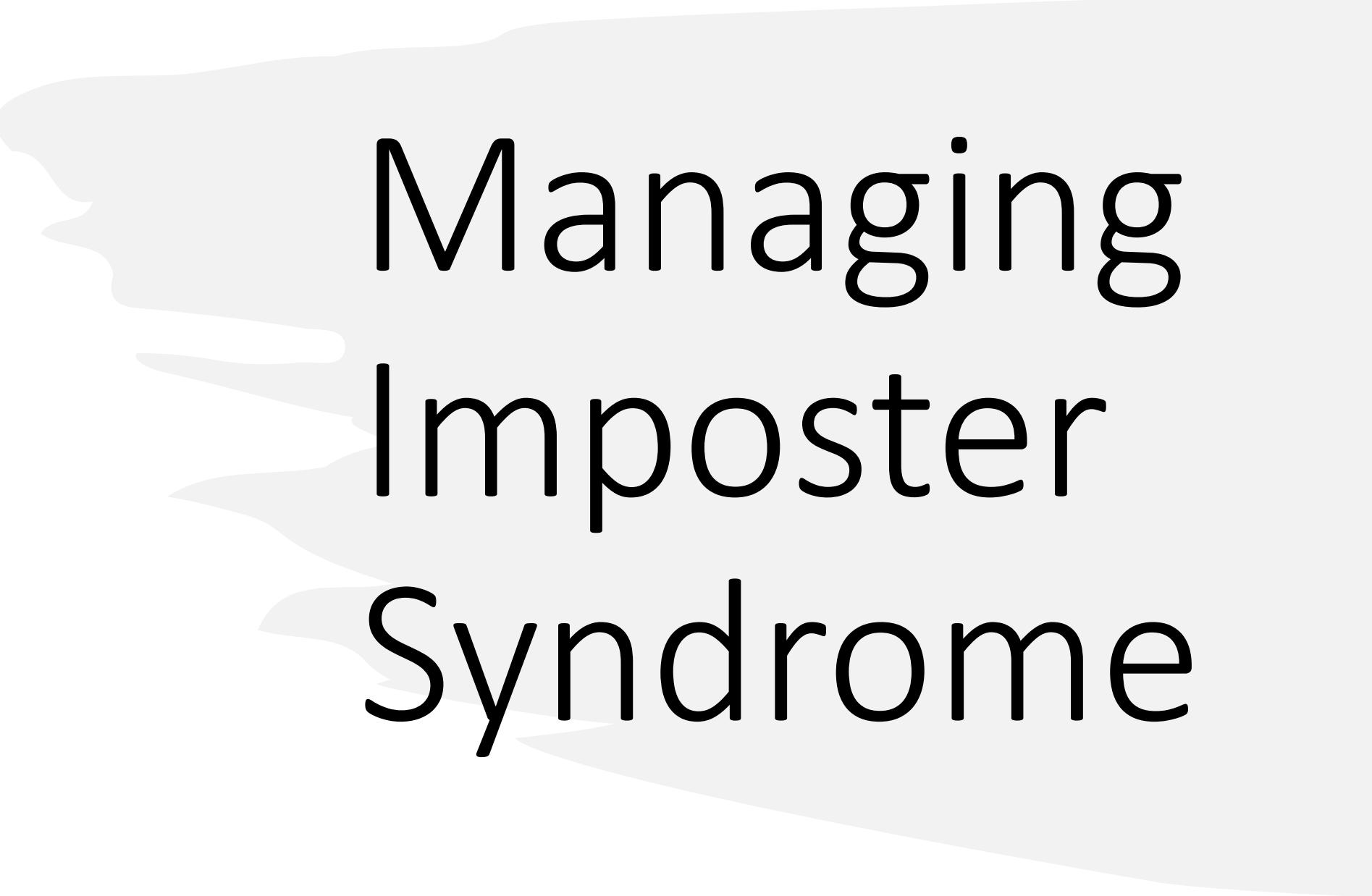
**TYPE
05**

To find out how to pick new mindsets for your type, go to <http://sarajanelowry.com/impostor-syndrome-types-which-one-describes-you/>

The Phenomenal Woman felt like an imposter too!



- Continually sharpen the saw.
- Reframe your “weakness” as a strength. Humility, uncertainty, and self-doubt are part of the learning process.
- Talk to someone – get out of your own head. Don’t isolate yourself within your own thoughts.
- Tell your story – others will be helped by hearing your testimony.
- Seek out help - coach or mentor via Your Guides at IBM.
- Post aspirations and truths around the spaces where you live, work, and play.
- Create 3 concepts, words, or phrases that consistently and concisely define exactly what you do and how you do it that can constantly demonstrate in what you do. These will be words or phrases that people appreciate about you. You will demonstrate in everything you do.
- Use imposter syndrome as a powerful tool to make you better. It can make you more diligent in being prepared.
- Remember: “Titles behind the name don’t help you as a brand. Being one of one is a key.” DP Knudten



Managing Imposter Syndrome

Think like a shark...move like one too

- Curious
- Faster than the competition
- Aware of the target and adapt
- Recognizable



Bravo for investing in
yourself today. Remember,
I am here to support you!



Marla Leday

Global Sales Intern Program Leader,
IBM Blue Core Coach & Career Coach

Resources

- <https://www.betterup.com/blog/what-is-imposter-syndrome-and-how-to-avoid-it#:~:text=Imposter%20syndrome%20is%20the%20condition,phony%22%20and%20doubting%20their%20abilities>.
- <https://www.psychologytoday.com/us/blog/positive-prescription/202303/5-ways-to-overcome-imposter-syndrome>
- <https://www.psychologytoday.com/us/basics/impostor-syndrome>
- <https://www.psychologytoday.com/us/blog/biopsychosocial-solution/202210/freeing-yourself-the-imposter-within>
- <https://www.psychologytoday.com/us/blog/fulfillment-any-age/202208/the-3-routes-impostor-syndrome-and-how-overcome-each>
- https://www.ted.com/talks/elizabeth_cox_what_is_impostor_syndrome_and_how_can_you_combat_it?language=en
- https://www.ted.com/talks/mike_cannon_brookes_how_you_can_use_impostor_syndrome_to_your_benefit?language=en
- [Episode 185 of “The Robyn Graham Show”, DP Knudten – The Nonfiction Brand](#)
- [Thelaneagency.com](#)

Questions????



Thank You!

Next Foundational Skills Session:

Monday, July 15th

Ask Me Anything Alumni Panel

See you then!

