



## OVERCOMING IMPOSTER SYNDROME AS A FEMALE EXECUTIVE

Cynthia Williams | [!\[\]\(919a2cb85b99741a73c0c31a427236a8\_img.jpg\) Cynthia's profile](#)



**fulfillment**  
**by amazon** VICE PRESIDENT,  
*FULFILLMENT BY AMAZON*



GENERAL MANAGER,  
*BUSINESS EXPANSION*







**OVERWORKING**

**SUPER-  
DILIGENCE**

**FEAR OF  
FAILURE**

**UNDERMINING ONE'S OWN**

**ACHIEVEMENTS  
PERFECTIONIS**

**M**

**DISCOUNTING PRAISE**

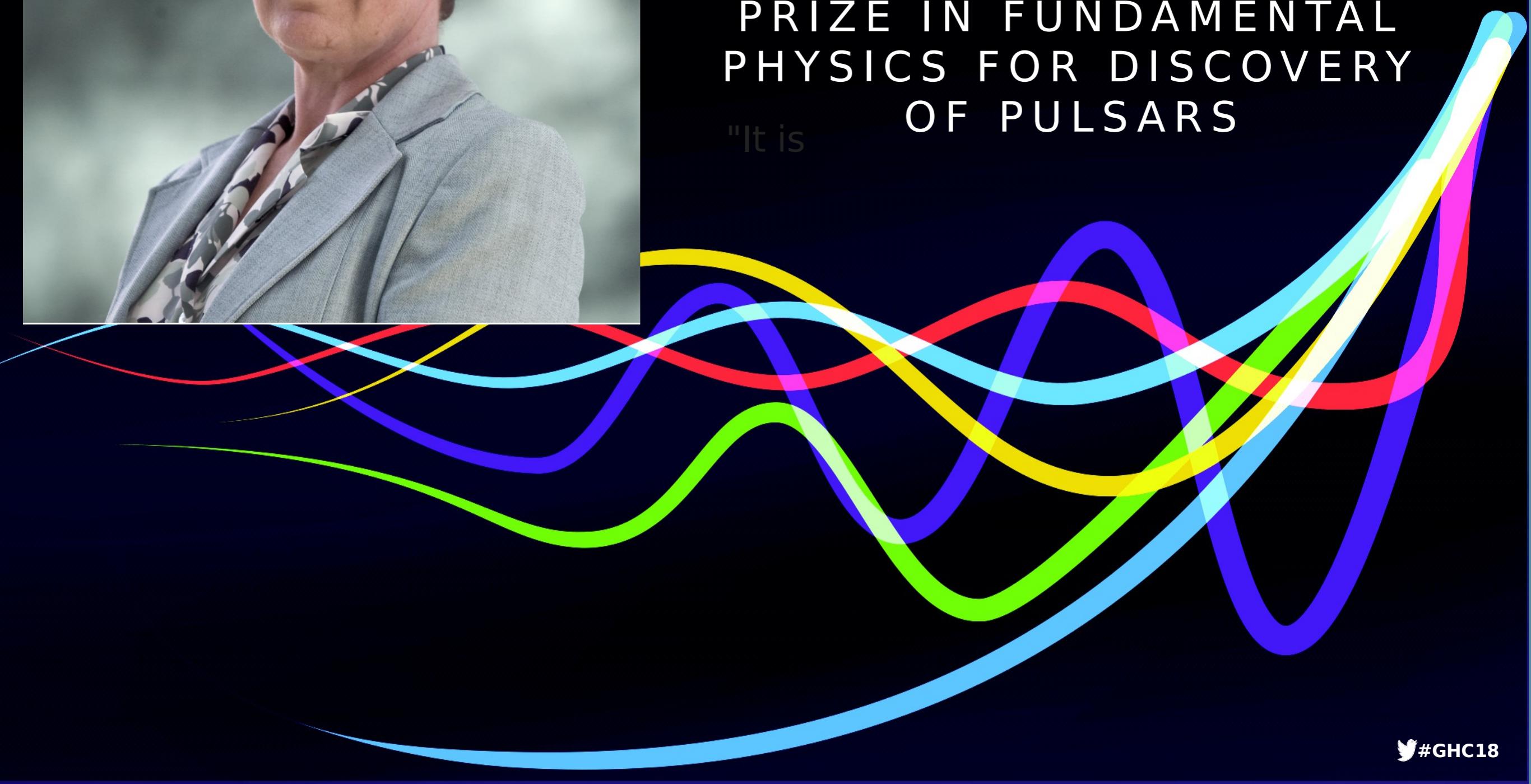






JOCELYN BELL BURNELL,  
ASTROPHYSICISTS,  
\$3MM BREAKTHROUGH  
PRIZE IN FUNDAMENTAL  
PHYSICS FOR DISCOVERY  
OF PULSARS

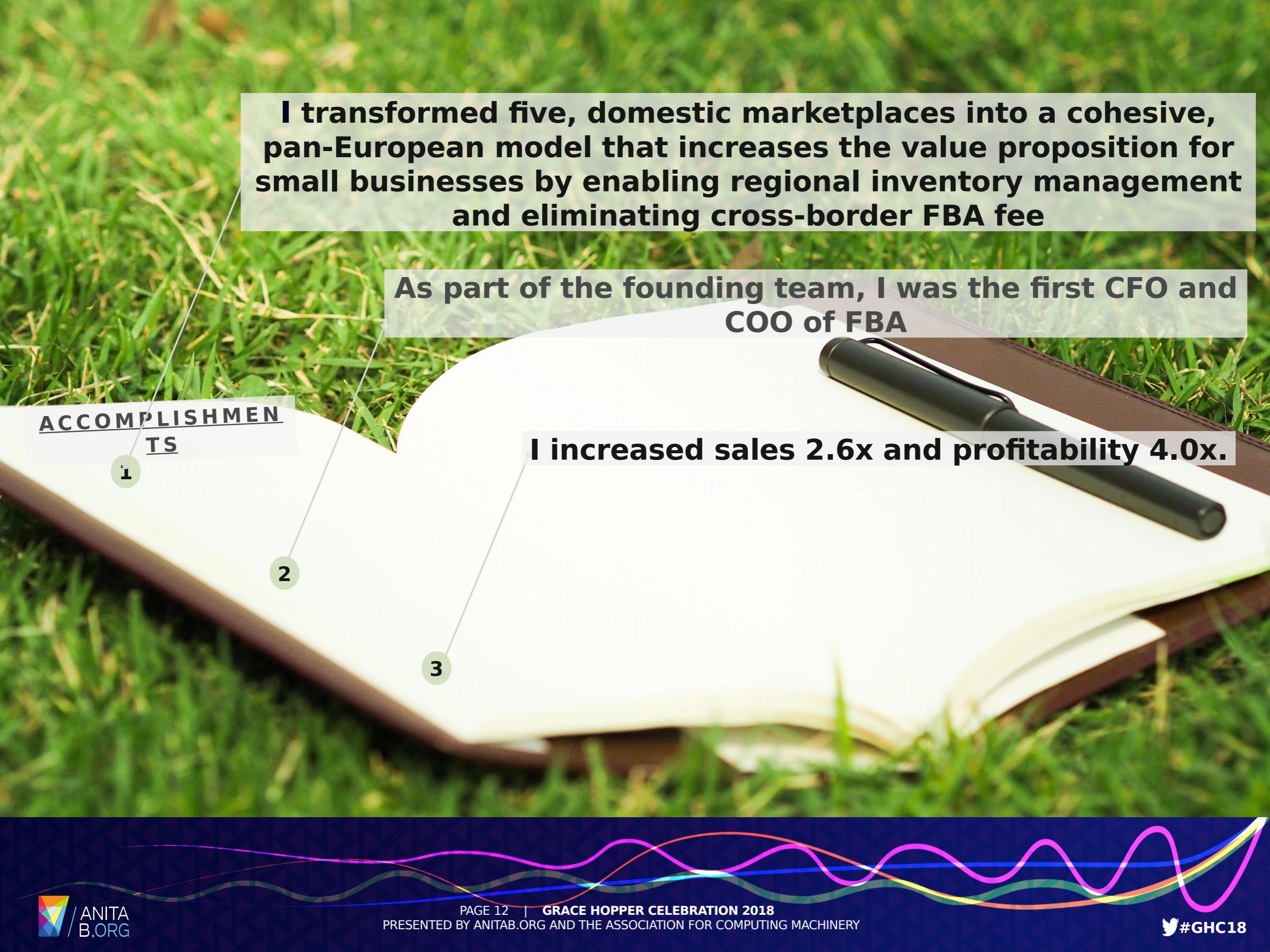
"It is







“CHANGE THE VOICES  
IN YOUR HEAD, MAKE  
THEM LIKE YOU  
INSTEAD” - P!NK,  
*PERFECT*



**I transformed five, domestic marketplaces into a cohesive, pan-European model that increases the value proposition for small businesses by enabling regional inventory management and eliminating cross-border FBA fee**

**As part of the founding team, I was the first CFO and COO of FBA**

**ACCOMPLISHMEN**

**TS**

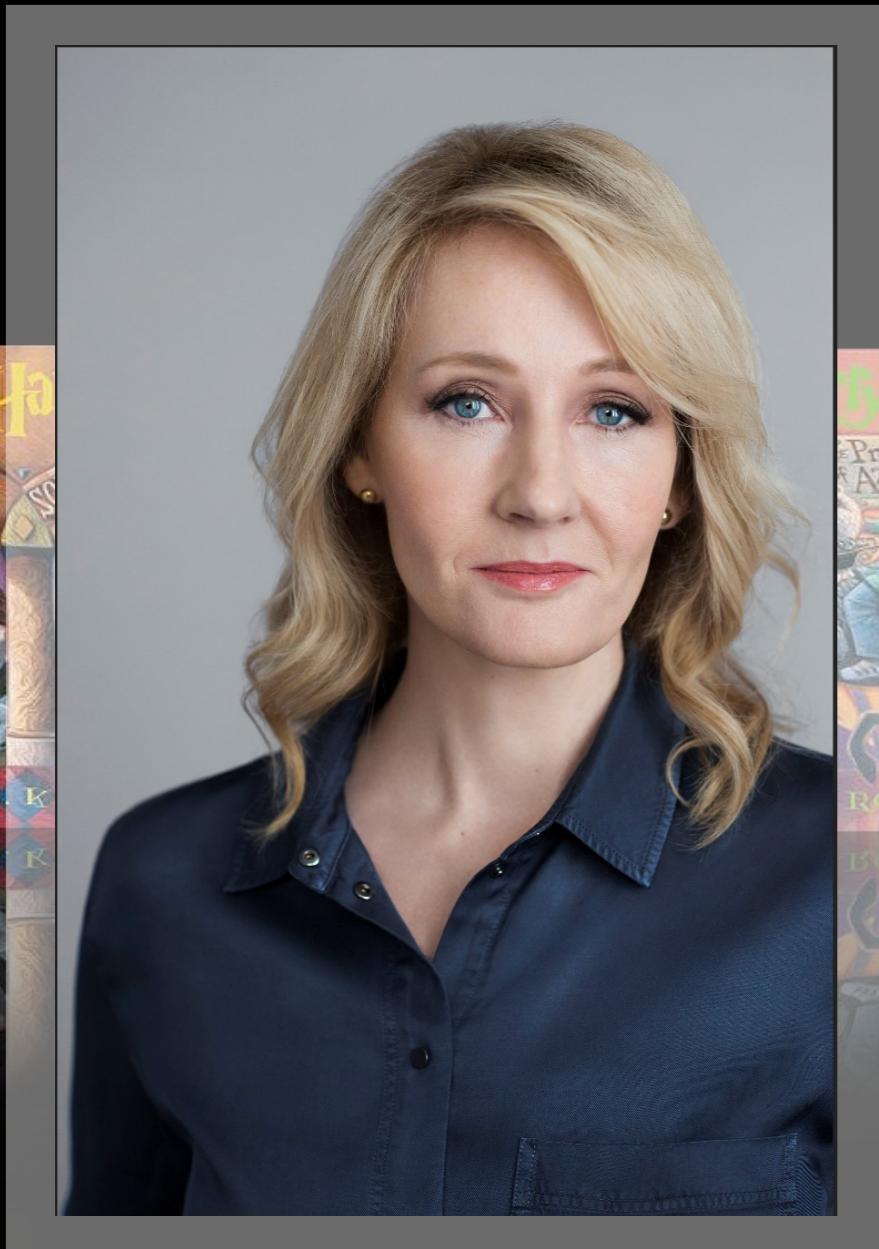
**1**

**2**

**3**

**I increased sales 2.6x and profitability 4.0x.**





"IT IS IMPOSSIBLE TO  
LIVE WITHOUT FAILING AT  
SOMETHING, UNLESS YOU  
LIVE SO CAUTIOUSLY  
THAT YOU MIGHT AS  
WELL NOT HAVE LIVED AT  
ALL - IN WHICH CASE,  
YOU FAIL BY DEFAULT." -  
**J.K. ROWLING**



JUSTICE  
SONIA  
SOTOMAYOR  
WOMAN  
OF THE  
DECADE

NEW YORK TIMES BESTSELLER

# THE CONFIDENCE CODE



THE SCIENCE AND ART OF  
SELF-ASSURANCE—WHAT  
WOMEN SHOULD KNOW

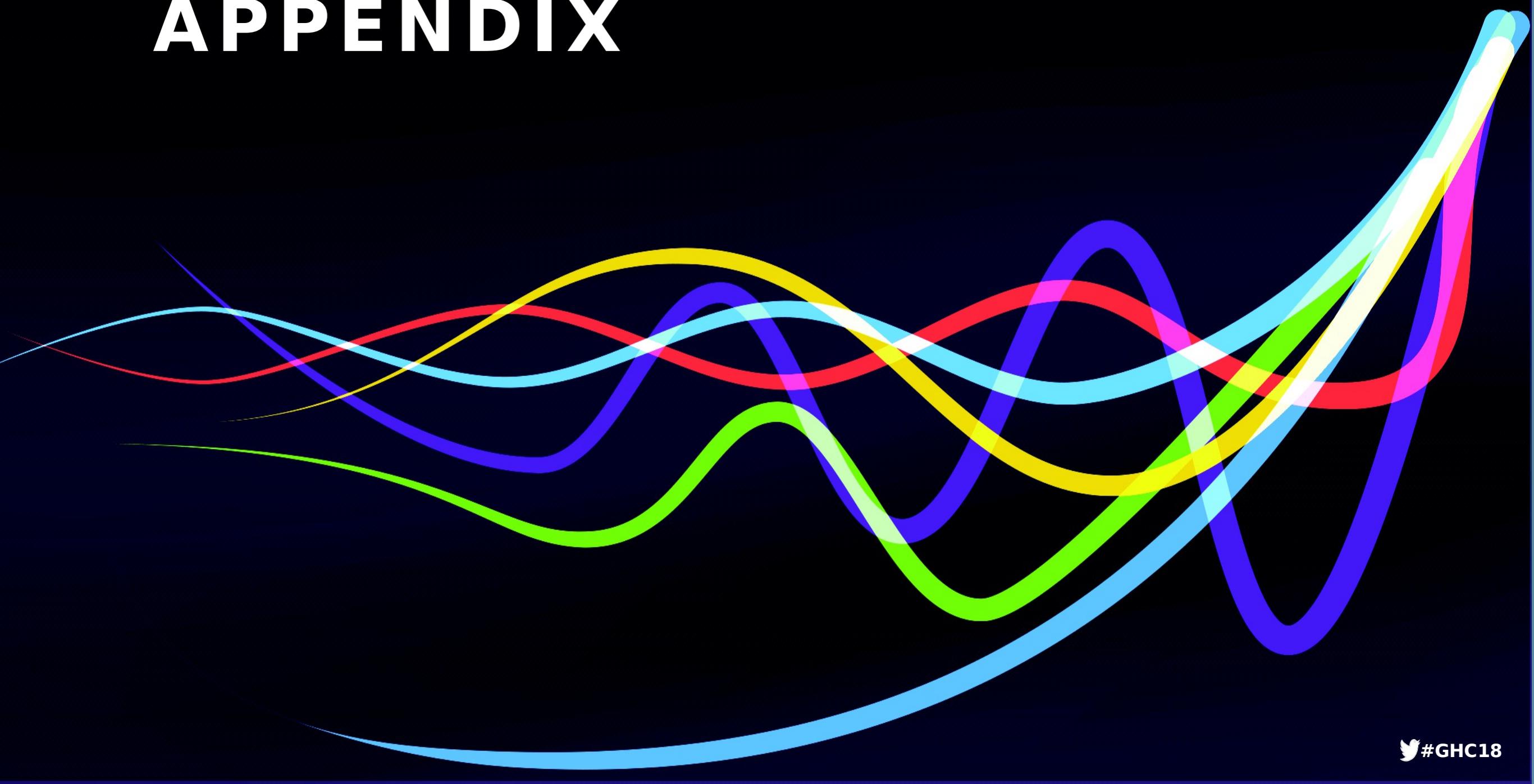
KATTY KAY & CLAIRE SHIPMAN

Authors of the *New York Times* Bestseller *Womenomics*





# APPENDIX



**BUILD YOUR CONFIDENCE**

**WRITE IT DOWN**

**SPEAK UP**

**RESPOND TO FAILURE**

**GIVE THANKS**

**READ A BOOK OR AN ARTICLE AND PASS  
IT ON**

**TAKE OWNERSHIP**

**PAY IT FORWARD**

# IN THE MOMENT: Managing your imposter syndrome (*technique*)

**1 BREATHE!**

**2 SHOULDERS BACK**

**3 HEAD UP**