



YOUR CLARITY PROFILE

Developing

*The identity you are leading from
and the one you are becoming.*



Your personal profile, from your audit results

THE DEVELOPING PROFILE

Based on your results from the 'Why You're Second-Guessing Yourself' leadership audit

Developing

SCORE BAND 37-47

These patterns are now influencing your day to day experience more regularly. From the outside, you may still appear confident, capable and successful. People trust you, rely on you and often look to you for the answer.

Your experience may feel different. Decisions carry more weight than they used to. You spend longer questioning yourself, take responsibility for more than belongs to you or respond to pressure by working even harder. Achievements may bring relief, but the satisfaction does not always last.

A Developing result does not mean every pattern is present in every area of your life. It means one or more have repeated often enough to become familiar ways of responding.

These responses may have contributed to your success. They helped you become prepared, dependable and driven. A response can be effective and still carry a cost. What once supported your progress may now be affecting your energy, confidence, relationships or ability to enjoy what you have built.

The opportunity now is to understand what keeps these patterns in place and begin responding differently. This is not about lowering your standards or becoming less ambitious. It is about leading in a way that no longer asks so much of you.

*Your capability is not in question.
The way you are carrying it deserves your attention.*

WORTH KNOWING

In KPMG's 2020 study, 75% of executive women reported experiencing imposter feelings at some point in their careers. Success does not always remove self-doubt. Greater responsibility can increase the pressure to prove yourself, seek certainty or avoid getting something wrong.

The 2020 KPMG Women's Leadership Summit Report.

"Is this really me?"

This may feel familiar

-  You consider several possible outcomes before making a decision, then continue running through them after the decision has been made.
-  You carry a mental list of what needs doing, who needs supporting and what could go wrong.
-  You feel responsible for outcomes that you cannot fully control, including some that were never yours to manage.
-  You revisit work or decisions even when there is no real evidence that you have missed something.
-  You achieve something significant, feel relief rather than satisfaction and quickly turn your attention to the next goal.
-  You appear calm and capable while privately feeling tired from holding everything together.

If several of these feel familiar, it suggests that responses that once helped you succeed have become part of how you regularly operate. The cost may appear in the time you spend overthinking, the difficulty you have receiving support, the pressure to keep achieving or how rarely you feel able to switch off.

You may have been leading this way for so long that it feels normal. The aim is not to remove your ambition, lower your standards or question your capability. It is to recognise which responses you are choosing and which are happening automatically, so you can decide what still serves you and what needs to change.

HOW OTHERS SEE YOU

"Is this really me?"

What others see and what you experience may feel very different

OTHERS SEE

-  Calm under pressure.
-  Someone who makes confident decisions.
-  The person everyone can rely on.
-  Successful, driven and ready for more.

YOU EXPERIENCE

-  Constant thinking, planning and preparing for what could go wrong.
-  Decisions made, then revisited long after everyone else has moved on.
-  The pressure of always being dependable and rarely allowing yourself to need support.
-  Achievements that bring brief relief before your attention moves to the next expectation.

Both columns can be true. You are capable and successful, but maintaining that outward confidence may be costing more than other people realise.

The difference between what others see and what you experience is not evidence that you are failing. It shows how much pressure you may be carrying privately. Your internal experience deserves the same attention as the performance everyone else sees.

WHERE YOU MAY NOTICE THIS

“Is this really me?”

Where these patterns may be shaping your life

When a response has become familiar, it rarely stays in one area. You may recognise it strongly in some parts of your life and less in others. Here is how it may be affecting you, followed in italics by what to notice.

 CAREER You continue to progress, but each achievement may quickly become the next expectation. Notice <i>if ambition is being driven more by pressure to prove yourself than by what you genuinely want.</i>	 BUSINESS Growth may feel less like a choice and more like something you have to maintain. Notice <i>if slower progress leads you to work harder, add more or question your capability.</i>	 RELATIONSHIPS People know you as strong and dependable, but may see less of what you need. Notice <i>if protecting others from your worries is leaving you without enough support.</i>
 PARENTING You want your children to feel valued beyond what they achieve, but your own high standards may still influence what receives attention. Notice <i>if results, behaviour or progress are carrying more emotional weight than you intend.</i>	 FRIENDSHIPS You remain the friend others turn to, but may share less when you are struggling. Notice <i>whether being the strong one is preventing support from reaching you.</i>	 HEALTH Your body may be showing signs of carrying too much through tiredness, tension, disrupted sleep or anxiety. Notice <i>if you keep pushing through rather than changing what is creating the pressure.</i>
 MONEY Money may have become closely connected to security, success or proof that you are doing well. Notice <i>whether financial results are shaping how you feel about yourself.</i>	 DECISIONS You make strong decisions, but may continue questioning them long after they are made. Notice <i>when reflection is useful and when it has become repeated second-guessing.</i>	 REST Rest may feel difficult to take while responsibilities remain. Notice <i>if you can only stop when everything is finished, even though everything is rarely finished.</i>

"I hadn't considered what this could mean."

Your score reflects five different patterns

Your result reflects five patterns that can influence how you see yourself, make decisions and lead. This profile introduces them. The full guide will help you understand which patterns are most present for you and how they may be shaping your experience:

-  **Proving Your Worth**
Your confidence becomes closely tied to what you achieve, produce or get right. When results change, your sense of worth can change with them.
-  **Seeking Certainty**
You often know what you think, but continue looking for reassurance, information or evidence before fully trusting your own judgement.
-  **Carrying It Alone**
You have become so capable and dependable that asking for help, showing vulnerability or allowing yourself to need support can feel uncomfortable.
-  **Doing More**
When progress slows or uncertainty appears, your instinct is to work harder, add more or keep pushing, even when more effort is not what is needed.
-  **Outgrowing Your Identity**
The habits, beliefs and ways of operating that helped you succeed may no longer fit the woman you are becoming.



Each pattern can follow the same simple loop: something triggers it, you return to a familiar response, that response brings short-term relief, and over time it creates a cost. Your result suggests this cycle may already feel familiar in one or more areas. The full guide will help you understand what activates each pattern, what it gives you in the moment, what it costs over time and where you can begin responding differently.

“What can I do with this today?”

The Weekly Pattern Review

This page is yours to return to each week. A Developing result suggests that one or more of these patterns has become part of how you regularly respond. Change begins by noticing not only when a pattern appears, but what it costs you and what you could choose differently. Set aside five minutes and ask yourself these three questions.

1 Where did I feel the most pressure this week, and which pattern was present?

Notice what happened immediately before your familiar response appeared.

2 How did I respond, and what did that response cost me?

Consider the effect on your time, energy, sleep, confidence or connection with others.

3 What could I stop, share or choose differently next week?

Choose one practical change that reduces pressure rather than adding another task.

Five minutes, once a week, to recognise a familiar pattern and practise a different response.

The full Developing Guide expands this into 14 days of deeper reflection, supported by recorded audio coaching from me.

GOING FURTHER

"I want to understand this properly."

Ready to understand what your result means for you?

This profile has helped you recognise where familiar patterns may be influencing how you lead, make decisions and carry responsibility. The full Developing edition of The Clarity Guide is a 14 day guided coaching experience created for this result. With accompanying audio coaching, it will help you understand why these responses have become more familiar, what keeps them in place and how to begin changing them without lowering your standards or losing your ambition.

-  **Work through the guide with me beside you**
A series of pre-recorded coaching audios to support your reflections, deepen your understanding and help you decide what comes next.
-  **A 14 day guided coaching experience**
Short daily reflections designed to help you deepen your understanding of your result and put what you notice into practice.
-  **The five patterns, explored in depth**
Understand how each pattern may appear for you, what can activate it and the early signs to notice.
-  **The Pattern Loop, explained**
See what triggers a familiar pattern, what keeps it going and where you can interrupt it.
-  **Where the patterns appear beyond work**
Explore how the patterns can influence your career, business, relationships, parenting, friendships, health, money, decisions and rest.
-  **The research behind the patterns**
Understand why these responses develop and what can help you create lasting change.
-  **A weekly five-minute practice**
Simple, repeatable and designed for a diary that is already full.



I wrote every page for the woman who answered the audit the way you did. If this profile felt like being seen, the guide feels like being understood.

Gemma x

£47

Get the Developing Guide + Audio Coaching

GEMMAEASDON.CO.UK

*“It isn’t asking you to work harder.
It’s asking you to lead differently.”*



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