

Heather Whelpley

Speaking & Workshop Offerings

Imposter Syndrome - And What To Do About It

Imposter syndrome is feeling like a fraud, unqualified, or aren't ready – even though you are successful. This holds many people back from leadership roles, pursuing clients, starting businesses, sharing ideas, and speaking up in meetings. Job satisfaction and employee wellbeing are also impacted by imposter syndrome.

The good news is we can do something about it! In this interactive session we will discuss how imposter syndrome impacts us and practical tools to manage imposter syndrome so they don't hold you back in your career, including how to:

- Recover fast when doubt and imposter syndrome strike
- Distinguish between your inner critic and true voice
- How to act even when you don't feel confident

This session can be customized to focus on overcoming imposter syndrome in specific roles and situations, such as sales, leadership, entrepreneurship, and career development.

Creating Your Own Rules Of Success

Whose definition of success are you striving for? Does it belong to you – or to your parents, your organization, culture, or what you wanted earlier in your life? It's time to know what YOU want and WHY. Key takeaways include:

- Understanding the rules you're playing by now – and if they still make sense for you
- Redefine success on your own terms
- Create a new set of rules that align to your values, goals, and the person you want to be

Overcoming Perfectionism

Perfectionism. One of the few acceptable weaknesses to mention in an interview. After all, don't we all want to produce the best work we can? The reality is that perfectionism causes a massive amount of anxiety, stress, and burnout. It leads us to over-prepare, over-research, over-customize. It can hold us back from sharing new ideas that aren't "perfect" yet. And it's a waste of time. In this workshop we'll explore:

- What is really behind perfectionism
- Tools to squash perfectionism when it arises
- Mindset shifts so you can share your ideas, take risks, and move quickly on opportunities



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Bouncing Back And Becoming Resilient

It's inevitable things won't go as planned. Project costs go up, you say the wrong thing in a meeting, and occasionally something completely flops. As much as you rationally know you can't be perfect all the time, it's still hard to let go when you don't meet expectations - whether those expectations are coming from someone else or just inside of you. The key is to recover quickly from setbacks so they don't keep you from the next opportunity. In this session we'll cover:

- Why failure and mistakes hit us so hard
- How to learn from criticism and then let it go
- Embracing a growth mindset and bouncing back quickly when things do go wrong

Leap Into Your Brilliance

How do you create the most impact? By embracing your strengths, aligning to your values, and taking a leap! Often those three steps are easier said than done, however. We'll discuss how to get out of your own way and step into your brilliance, including:

- Getting clear on your strengths – and why it's so hard to fully embrace them
- Defining the impact you want to have
- Strategies to step outside your comfort zone so you can fully realize that impact

How To Say No

Saying yes to every request and opportunity takes a toll. It increases stress and decreases impact because you're scattered across too many priorities. Yet many of us continue to say yes because it's so uncomfortable to say no. Good news – you can learn to say no and set boundaries. In this workshop you'll discover:

- What's really behind your need to say yes to everything – and how to change your thinking to make it easier to say no
- Scripts to say no with grace to your boss, colleagues, family, and friends

All topics are available in formats to reach varying sizes of groups both virtually and in-person. Sessions can be scheduled as individual 60-90 minute keynotes, combined for longer half day and full day workshops, or purchased as a set delivered over a period of months.



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Testimonials

- Heather recently spoke at our annual General Mills Women in Marketing event. Our theme for the day was “Blaze Your Own Trail” and Heather’s topic of “Creating Your Own Rules For Success” was a perfect fit! Heather’s presentation was interactive and engaged the whole group – not an easy task with over 150 women in the room! We received fantastic feedback from the session and everyone left feeling empowered to define success on their own terms and step into the person they want to be in their career and life as a whole.” Amanda Burlison, Betty Crocker Brand Manager at General Mills
- “Heather spoke at our most recent STARCON19 conference. Her session on imposter syndrome made such an impact! I especially appreciated that Heather took the time to understand our unique industry and used examples the attendees could identify with. She was a smashing hit and elevated our whole conference!” Merilee Johnson, Director of Reporter Relations and Technology
- “Heather was a featured speaker for the Minneapolis Regional Chamber's Executive Women's Council this fall. The event sold out and Heather knocked it out of the park with her presentation on imposter syndrome. Participants told me this was the ‘Best topic and presentation this year at EWC!!’ and ‘Heather was REAL!’. Heather was also very professional and timely. She got back to me quickly, showed up early the day of the event, and generally made it easy for me to work with her. Highly recommend her as a speaker!” Anna Stinson, Director of Programming for the Minneapolis Regional Chamber
- “This class made me feel so empowered. It also motivated me to shift my thinking when I experience self-doubt. I loved this class!” Imposter syndrome workshop participant
- “I learned how to believe in myself and know my worth. It also made me realize that I’m not alone in thinking this way.” Imposter syndrome workshop participant
- “I thought the training was absolutely fantastic. I learned a lot, I felt safe and empowered, and felt it was very valuable reflection both personally and professionally.” Imposter syndrome workshop participant



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Recent Clients

- Deloitte
- General Mills
- Ameriprise Financial
- Project Management Institute of Minnesota
- SharpHeels Career Summit
- Home Services of America
- University of Minnesota
- Winthrop & Weinstine
- Women's Club of Minneapolis
- Women Entrepreneurs of Minnesota
- Mary's Pence
- Women Venture
- Boston Scientific
- LifeTime
- STARCON19 Annual Conference
- Minnesota Defense Lawyers Association
- Rally Health
- YWCA
- Menttium
- Horizontal Integration
- Minneapolis Regional Chamber
- Certified Financial Analysts Society of Minnesota
- The Business Women's Circle
- HandsOn Twin Cities Volunteering Summit

Heather Whelpley



Heather is a speaker and coach that guides high achievers to get out of their own way so they can enjoy life while making a big impact in their career. Heather has led workshops on imposter syndrome, perfectionism, and creating your own rules for success with thousands of people at Fortune 500 companies like Deloitte, General Mills, and Boston Scientific, as well as non-profits and universities. She is currently writing a book on how high achieving women can let go of expectations and create their own rules for life. Prior to owning her business, she worked in leadership development and human resources at Cargill and Ameriprise for ten years. Heather has extensive global experience, including working in Australia

and Latin America. She has a master's degree in Human Resource Development from the University of Minnesota and is a graduate of the Coaches Training Institute.



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