

# 15 Universal Feelings

## We All Hide

(You're not alone, but here's  
how to take action instead.)





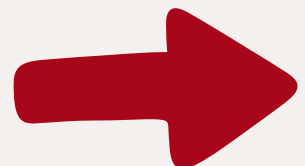
# Worrying you said something awkward in that meeting

(Everyone else replays it just like you)

**Do this**



Reframe the moment as  
feedback for growth –  
jot down what you'd say  
differently next time.



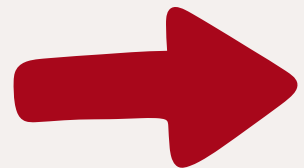


## Wondering if you're good enough for that promotion

(Imposter syndrome is universal)

### Do this

Apply anyway – know that most people only have 70% of the listed skills when they get promoted.



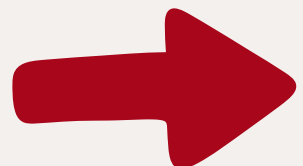
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## Feeling overwhelmed by your to-do list

(And sometimes hiding in the bathroom)

### Do this

Block 15 minutes to tackle just one small task – momentum builds confidence.



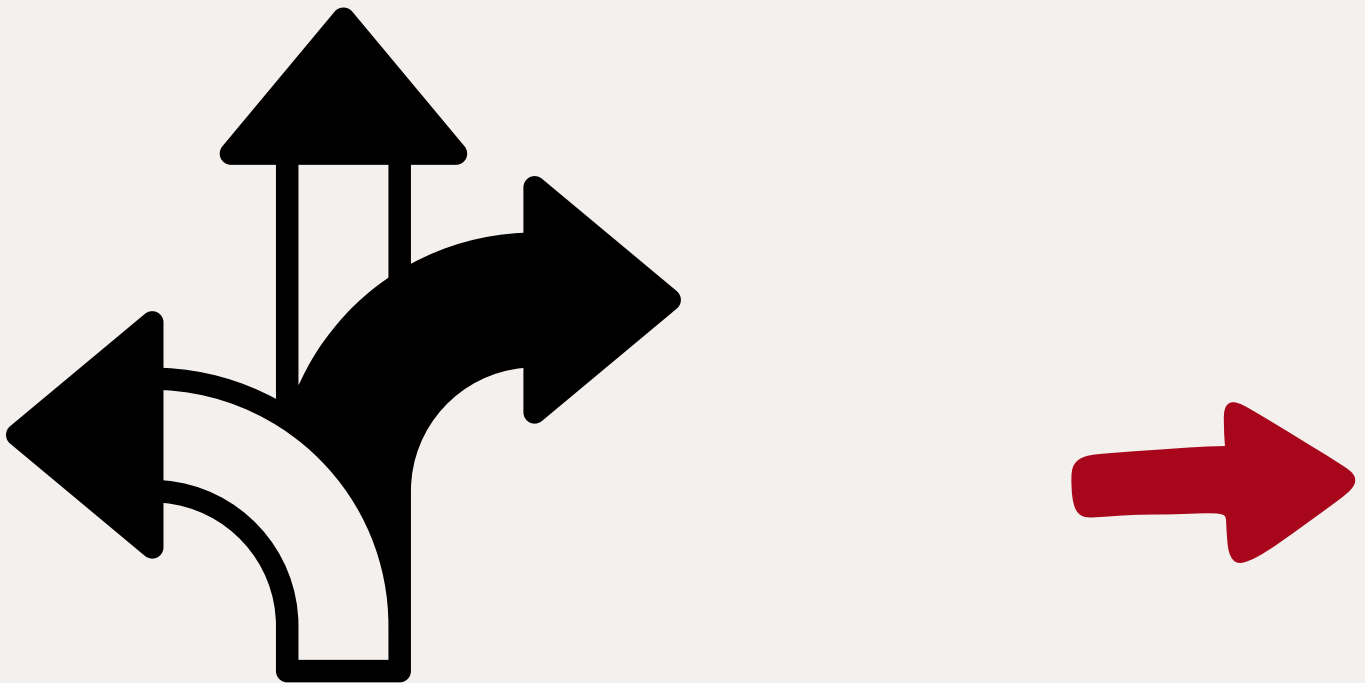
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## Questioning if you're on the right path

(Even the most successful people do)

### Do this

Create a "career highlights reel" – those moments when you felt most alive and engaged point to your true path.



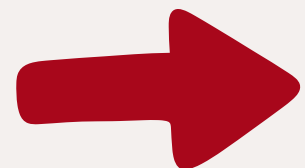
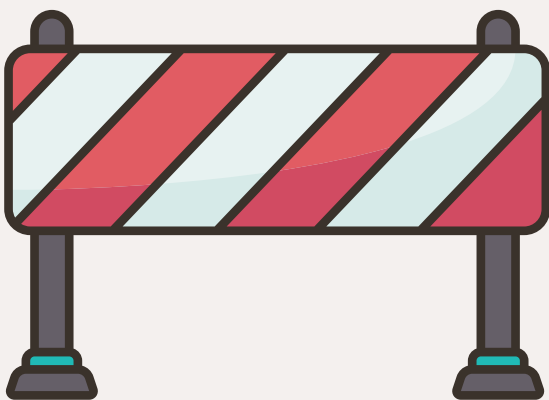
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## Wishing you were better at setting boundaries

(It's hard for all of us)

### Do this

Reflect on what boundaries you wish you had set this month. Talk with a mentor to strategize how to reset them – preparation removes the emotion when it's time to act.





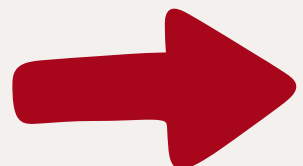
# Thinking everyone else has it all figured out

(Spoiler: No one does)

**Do this**

Ask a woman you admire\* about her biggest challenge – her answer will instantly shatter the myth.

**\*Bonus:** This is exactly why we assign teams at Women in Consumer Finance. They aren't just for the event. Teams stay connected to provide this type of support year-round.



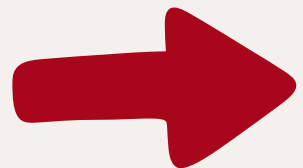


# Struggling to speak up in meetings

(Even when you have brilliant ideas)

**Do this**

Prepare one talking point before meetings – even small contributions build your voice.



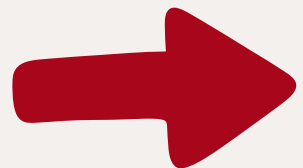


## Fearing you're falling behind your peers

(Comparison is everyone's thief of joy)

### Do this

Focus on your unique journey – the peers you envy may have sacrificed things you'd never trade for their success.



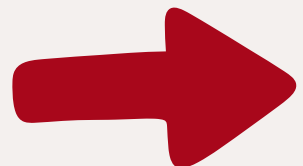


# Doubting your leadership abilities

(While others see your strengths)

**Do this**

Following the wisdom of one of our WCF community members: Stop waiting for permission. Stop waiting to be “ready.” Start asking Why not me?”



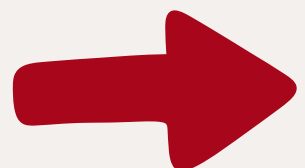
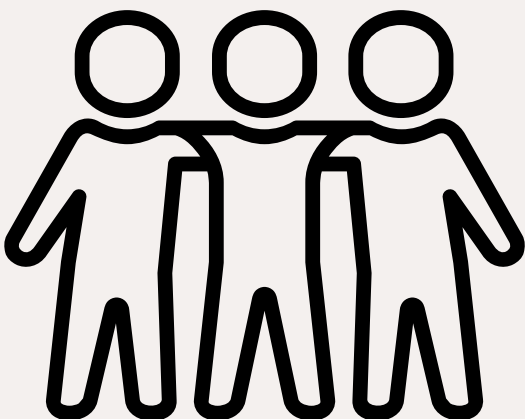
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# Still searching for for your tribe

(We've built one at  
Women in Consumer Finance, btw)

## Do this

Create a monthly  
"career coffee" where  
you invite two women  
who don't know each  
other – you'll build your  
network while  
becoming the  
connector others value.





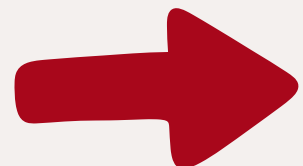
# Feeling anxious before networking events

(Even the extroverts get butterflies)

**Do this**

Use our [conference success checklist](#) to prepare and boost your confidence.

**Bonus:** Subscribe to the WCF newsletter to get access to all of our tools.



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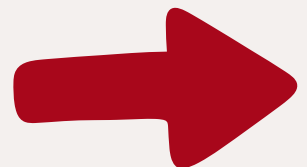
# Hesitating to ask for what you're worth

(We all need to practice this)

## Do this

Build your case. Start by identifying 3 specific achievements you've had – or could have – and calculate their business impact in dollars.

Data builds confidence.



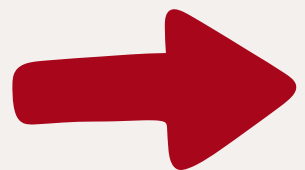
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# Wondering if work-life balance actually exists

(Or if it's just a mythical unicorn)

## Do this

Identify your non-negotiables and recognize that different seasons of your career will lean more heavily to one side or the other – balance isn't static, but your core priorities should be.



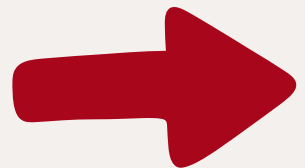
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## Second-guessing your decisions

(The should-have, could-have spiral is real)

### Do this

For every "I should have" thought, balance it with "what I learned was" – this transforms regret into growth and stops the endless replay.



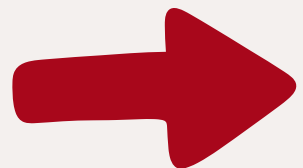
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# Fearing that vulnerability shows weakness

(When it actually reveals your strength)

## Do this

Remember that the leaders you most admire and trust are the ones who show their humanity. Your vulnerability creates space for genuine connection that superficial perfection never will.



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