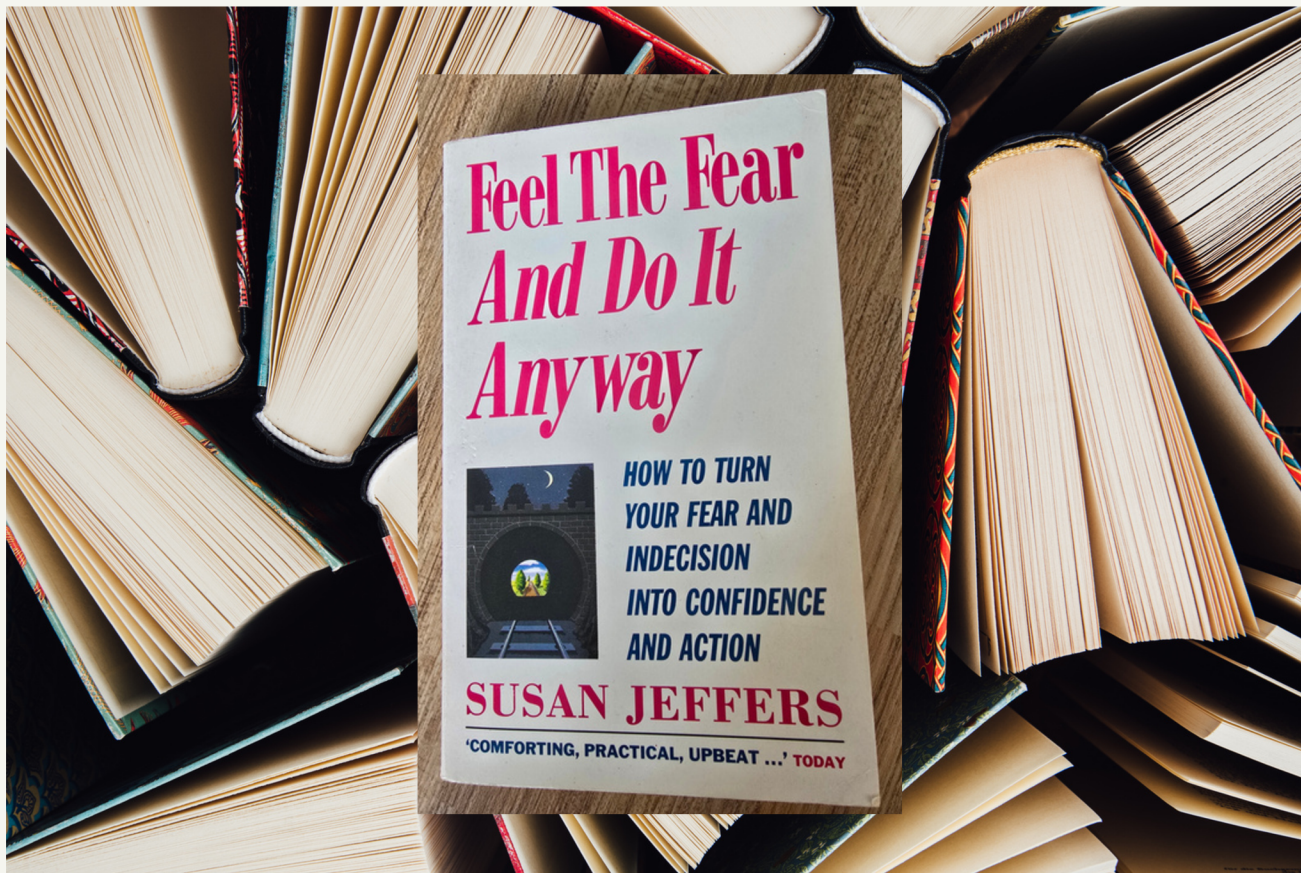


FEEL THE FEAR AND DO IT ANYWAY

How to turn your fear and indecision into confidence and action



What if the very fear holding you back is actually the doorway to your next career breakthrough?

If you're navigating career, leadership, visibility, this book dismantles the myth that you need to feel 'ready' before you take the next step.

INTRODUCTION

For many women, fear shows up dressed as self-doubt, perfectionism, or the quiet voice that says, “not yet.” But what if you flipped the script? Instead of waiting for fear to disappear, what if you move forward with it, almost like carrying a nervous travel companion who doesn’t get to choose the destination?

As someone deeply committed to supporting professional women in overcoming confidence challenges, especially those stemming from imposter syndrome, both in 1:1 coaching and through our group coaching programme, ✨**Elevate Her**✨, I’m always seeking resources that offer practical, evidence-based guidance.

Susan Jeffers, a psychologist and personal development pioneer, wrote **Feel the Fear and Do It Anyway** as both a wake-up call and a roadmap. Drawing from her background in psychology and coaching, she challenges the idea that confidence comes before action. Instead, she argues that confidence is built through action.

At its core, the book calls for a mindset shift: stop trying to eliminate fear and start building the resilience to act despite it. Its purpose is simple but powerful, to help readers reclaim agency over their decisions and step into growth, especially in moments that feel uncomfortable or uncertain.



KEY INSIGHTS

Fear is not the problem, avoidance is - fear is a constant in growth because you are pushing yourself out of your comfort zone and so naturally, it will feel uncomfortable which is normal. The real cost comes from standing still because of fear which over time stalls your career progression.

Confidence is built, not granted - taking action, even imperfect action, is what creates self-trust over time. This is one of the biggest challenges I see in clients struggling with perfectionism.

Shift from pain to power - you can change your internal dialogue by moving from a place of helplessness to one of empowerment. Often clients talk about things that have been 'done to them' and become stuck in a fixed mindset which limits their ability to identify opportunities for moving forward.

Every decision is a choice between growth and stagnation - learning to consciously choose growth transforms both career and mindset. This aligns with Carol Dweck's work on a growth mindset and viewing failure as an opportunity for growth rather than a reflection of capability.

Book Highlights

The book explores how fear manifests in everyday decisions, from speaking up in meetings to pursuing promotions or career changes. Jeffers breaks down different 'levels' of fear, from surface-level anxieties to deeper fears around rejection and loss.

She introduces practical tools like positive affirmations, decision-making frameworks, and responsibility ownership. A central theme is learning to trust yourself regardless of the outcome, which reduces the stakes of any single decision.

This reminds me of the Centred Strength (Cappfinity's Strengths Profile):

“I feel as though I look out at the world with confidence. I’m grounded in the solid foundation of my sense of self and deep knowledge of who and what I am. I love to feel the natural sense of self-assurance that I maintain almost effortlessly in any situation.”

Another standout concept is the idea that no choice is ever permanent. This reframing reduces paralysis and encourages experimentation.

💡 MY MAIN TAKEAWAYS

- **Growth requires movement before certainty**
- **Self-trust is more valuable than external validation**
- **The willingness to be uncomfortable is a career advantage -**

I first came across this book when I completed my coaching training 8 years ago and it was one of those game changer books for me. Soon after, it became my personal mantra when facing something that was new, elevated, and/or meant more exposure.

It was something I leant into when I left a full-time successful career to set up my own business 7 years ago. Fear loomed large!

When I had any moments of *“what are you doing? It’s not too late to change your mind”*, I would say to myself *“what’s the worst that can happen?”*

For me, the response was *“you could fail.”* OK and then what? *“You could get a job.”* OK, then. ***“Feel the fear and do it anyway!”***

PERSONAL REFLECTION - *why these lessons matter*

I was recently working with a very capable client who was new into a role and struggling with imposter syndrome. She was reluctant to take the lead and to have a voice, despite her passion and expertise. She had a fear of being ‘found out’ and losing her job. This cropped up across a few sessions so, I asked her if she did lose her job, what would be the impact. Apart from the normal personal feelings associated with such a situation, when she played it out, ultimately it wouldn’t be the end of the world. She would survive.

This is such a powerful reframe because if you go into something knowing that in the worst-case scenario you will be OK, it opens your mind up to possibilities and loosens the grip of fear.

One of the most striking ideas is that fear never truly disappears, it evolves as you grow. That means waiting for fear to vanish is like waiting for the horizon to come closer.

For women in particular, where societal expectations and internal pressure often intersect, this message lands differently. It reframes fear not as a signal to stop, but as evidence that you’re stretching beyond your current identity.

There’s something quietly radical in choosing action anyway.



YOUR INVITATION TO REFLECT

I invite you to take some time for quiet reflection and/or journaling.

Consider these questions as you think about your own career journey:

- ? What fear has been quietly influencing my recent decisions?
- ? Where am I waiting to feel 'ready' before taking action?
- ? What would I do if I trusted myself to handle the outcome?
- ? How often do I prioritise comfort over growth?
- ? What is one bold step I've been postponing?

ACTION PLANNING



Identify one decision you've been avoiding and commit to taking the next step this week.

? What are you protecting yourself from by avoiding this decision and what will it cost you if nothing changes?

Reframe a current fear by asking: *“What could this make possible?”*

? If this fear were trying to help you, what might it be pointing you toward and what small experiment could you run to test that possibility?

Practice speaking up once in a meeting or conversation where you'd usually hold back.

? What's the one sentence you most need to say and what's the simplest way you could say it with courage (not perfection)?

Write down three past situations where you **handled something difficult successfully**.

? Looking across those examples, what strengths did you rely on and how could you use one of them on the challenge you're facing now?

Replace *“What if it goes wrong?”* with ***“What if it goes right?”***

? If it did go right, what would be different in 30 days and what specific step will you take in the next 24 hours to move toward that outcome?

CONCLUSION


Feel the Fear and Do It Anyway isn't about becoming fearless. It's about becoming braver in motion. For women building careers, leading teams, or redefining your paths, its message is clear: you don't need to eliminate fear to move forward, you just need to stop letting it lead.

Sometimes, the most powerful career move is simply taking the step you've been hesitating to take.

***“During my mentor and coaching sessions, it has been great to reflect on what is my current situation and what can I do to be moving in a direction that works for me.*”**

It's been invaluable to have unwavering support, to be encouraged to reflect more and that maybe what I think is a weakness to be worked on just needs to be looked at through a different lens!”

(Excerpt - Women in Leadership Programme delegate)

Remember, you're not alone and you don't have to do it on your own. 

CONNECT WITH ME

For more insights



www.talenta.me.uk



<https://www.linkedin.com/in/gemmalhogan/>

WORK WITH ME

Get in touch today for an informal chat



07791 863092



gemmaahogan@talenta.me.uk