



SARAH FARMER

IMPOSTER SYNDROME SPECIALIST

GLOBAL EXECUTIVE COACH | AUTHOR | LEADERSHIP SKILLS TRAINER | PODCAST HOST

Sarah Farmer is a leading Global Executive Coach, Imposter Syndrome Expert, and founder of [Bright & Brilliant Ltd.](#) With more than 30 years' experience in business, counselling, coaching, and professional development, Sarah empowers C-suite executives, senior leaders, and emerging talent to lead with confidence, emotional intelligence, and exceptional people leadership skills.

As a two-time award finalist and the author of the best-selling book *Leader Unleashed*, Sarah is a recognized thought leader in the field of imposter syndrome. Her work focuses on helping professionals overcome self-doubt, improve their confidence and resilience, and unleash their full potential.

Sarah's unique approach is rooted in her own journey, having transformed from an "Imposter to Empowered." She openly shares her story of overcoming personal and professional challenges, including facing isolation at a young age, battling with undiagnosed ADHD, and leaving a high-flying job to start her own business. Her passion stems from a desire to prevent others from enduring the negative leadership and toxic cultures she once encountered.

AVAILABLE TO COMMENT ON

Leadership Development & Organizational Culture

- *The Cost of Ineffective Leadership*: How poor leadership practices lead to employee disengagement, absenteeism, and high turnover - and what organisations can do to stop this.
- *Creating Psychologically Safe Workplaces*: The importance of fostering environments where employees feel secure and valued, and the practical steps leaders can take to build trust and collaboration.
- *Managing Change with Compassion and Clarity*: How leaders can effectively communicate and navigate organizational change to maintain morale.
- *From "Toxic" to Thriving*: Strategies for transforming a negative work culture into a high-performance, positive environment.

Imposter Syndrome & Personal Empowerment

- *Unleashing Potential*: Overcoming Imposter Syndrome: A deep dive into the signs of imposter syndrome, its impact on professionals, and a proven framework for breaking free from self-doubt.
- *Sarah's Imposter to Empowered Journey*: Sarah's personal story of overcoming adversity, including confidence struggles, ADHD, and isolation, to build a successful international coaching business.
- *The Mindset of a Successful Leader*: Practical techniques for developing a growth mindset, embracing accountability, and turning setbacks into opportunities for growth.

MEDIA ASSETS



[Book Cover Art](#)



[Headshots](#)



[Logos](#)



[Interview Example](#)



CONTACT

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AWARDS

2025 Bronze Stevie Award - Sarah Farmer for Woman of the Year

2025 Bronze Stevie Award - Bright & Brilliant for Company of the Year

2025 Silver National Business women's Awards - Southern England Business Woman of the Year

CLIENTS INCLUDE



TESTIMONIAL

"Sarah's deep expertise and experience, especially in sales leadership, have been invaluable to our growth and success."

- Rebecca Wraight, Head of Travel, Languages & Cultural Services

SOCIALS

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