

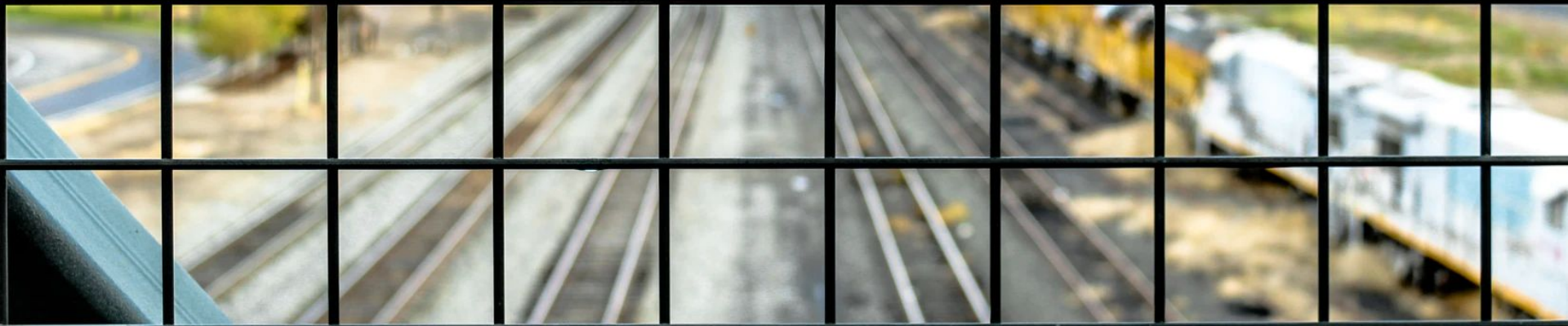
# You are a badass at UX Research

**Megan Kierstead**  
Career & Business Coach

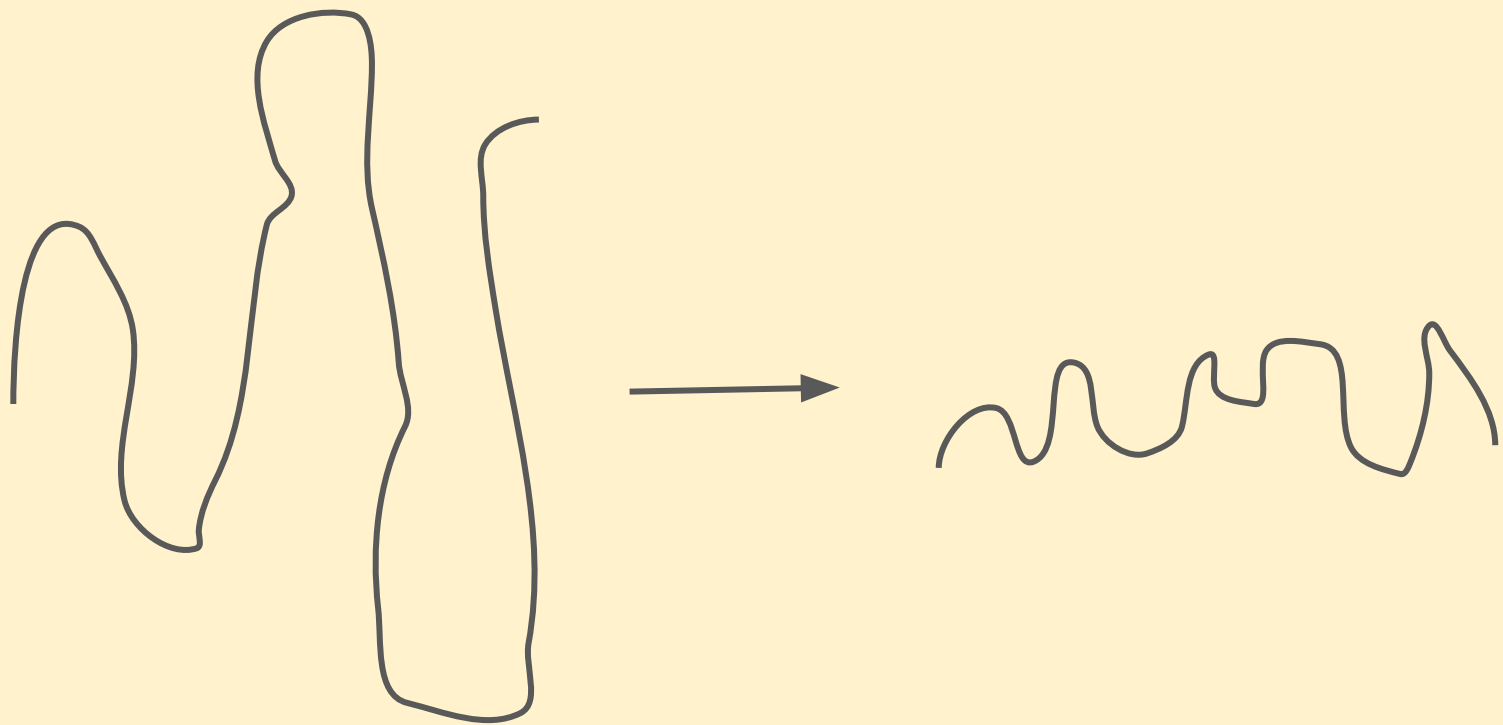
“The worst enemy to creativity is  
**self-doubt.**”

-Sylvia Plath

Influence.





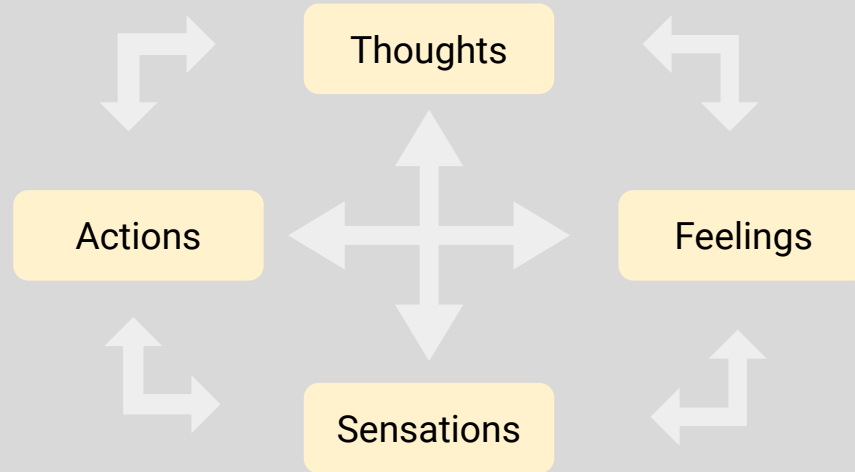








## Circumstances





Self-doubt and insecurity are **feelings** created by **thoughts** in a particular set of **circumstances**.



- Circumstance:** See a job listing on LinkedIn
- Thought:** I really don't have enough experience for this.
- Feeling:** Insecure, inadequate
- Actions:** Don't apply for job. Edit resume again. Go watch some Netflix.
- Result:** Don't get a new job.

Circumstances

Comments from stakeholders

Our education & skills

Racism

Looking for a job

Boss' opinions

Our job title

Years of experience

Institutional norms

Others' expectations & beliefs about us

Sexism











Change



# Ideal Qualities Self-Assessment

1. List out the **qualities** you want to embody as a researcher (no more than 10)
2. Rate yourself on a scale of 1-10 for how much you feel like you embody this quality **today**.
3. For each quality, ask yourself the following questions:
  - **Why** did I rate myself what I did?
  - What would I need to **believe** to rate myself a 10?

Start paying attention to your thoughts.

Look for opportunities to embody and think those “10” thoughts.

# Example Ideal Qualities Self-Assessment

Quality	Rating
Empathy	10
Sharing in success	7
Lack of perfectionism	5
Bravery	3
Disagree kindly	3
Competence in all the tools	4
Clarity on my research philosophy	3

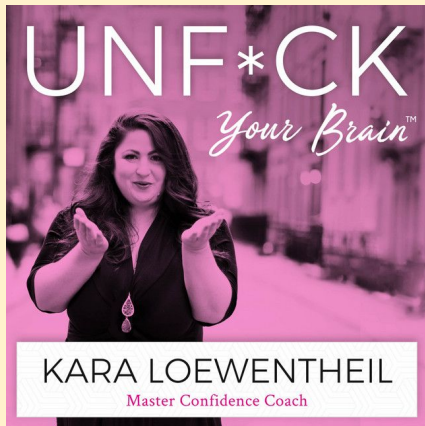


**Why did I rate myself a 3?**



How would you need to feel to  
believe you are a **superhero**?





## Unf\*ck Your Brain



## The Life Coach School

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