



Official Media Kit

Where Science Meets Purpose



Simone S. Atkinson

FOUNDER ● AUTHOR ● RESEARCHER ● EDUCATOR



EMAIL

pr@theatkinsoninstitute.org



WEBSITE

www.simoneatkinson.com

www.theatkinsoninstitute.org

Meet Simone S. Atkinson

Author • Founder • Educator • Researcher

Simone S. Atkinson is the founder of The Atkinson Institute, where she explores why external success does not always become internal confidence. Her work brings together psychology, lived experience, and interdisciplinary research to better understand why accomplished people can still question whether they truly belong, deserve recognition, or have earned their success.

A former healthcare executive with more than a decade of leadership experience, Simone is also an educator, military spouse, and holds a Master of Health Administration. Her experiences across healthcare, education, military life, and personal transition have shaped her understanding of identity, achievement, and how people rebuild confidence after periods of doubt.

Today, she researches the psychological foundations of confidence, belonging, identity, and achievement while developing practical frameworks that help individuals and organizations move beyond external validation toward lasting internal conviction.



Simone's Journey

From success to understanding imposter experiences deeply



Simone S. Atkinson's journey began not with failure, but with success. After years of leading healthcare teams, building a career, and launching her own business, she received an award recognizing her work as an entrepreneur. Rather than feeling celebrated, she felt exposed. Instead of embracing the recognition, she questioned whether she truly deserved it. In the months that followed, she quietly stepped away from the very business she had worked so hard to build.

That experience became a turning point. Simone began exploring why achievement and recognition can sometimes intensify self-doubt instead of resolve it. What started as a search to understand imposter syndrome gradually evolved into a broader question: Why doesn't external evidence of success always become an internal sense of worth?

Determined to answer that question, Simone founded The Atkinson Institute to research the relationship between sense of worth, identity, belonging, and achievement. Today, her work brings together interdisciplinary research, lived experience, and practical frameworks to help individuals and organizations better understand how a stable sense of worth influences the way people live, lead, and thrive.



The Atkinson Institute for Identity & Resilience

About The Atkinson Institute

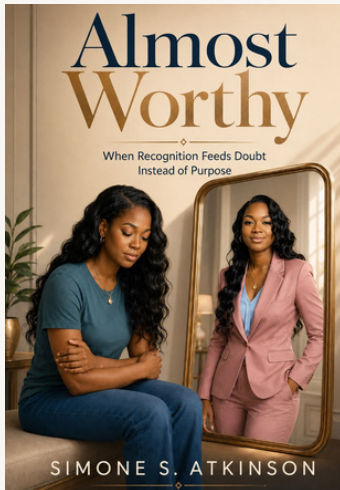
The Atkinson Institute advances research on the psychological foundations of confidence, belonging, identity, and achievement. Through research, education, and practical frameworks, the Institute explores why some people readily internalize success while others continue to question whether they deserve it.

Originally inspired by the study of imposter syndrome, the Institute has expanded its work to examine a broader question: Why doesn't external evidence of success always become internal conviction?

Through publications, assessments, workshops, and educational initiatives, The Atkinson Institute translates emerging research into practical tools that help individuals and organizations better understand the relationship between achievement, identity, resilience, and human flourishing.

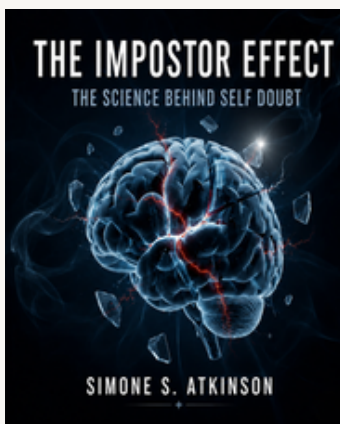
We believe every person possesses inherent worth. Our work focuses on helping people recognize, strengthen, and live from that foundation rather than relying solely on achievement or external validation.

Books and Publications

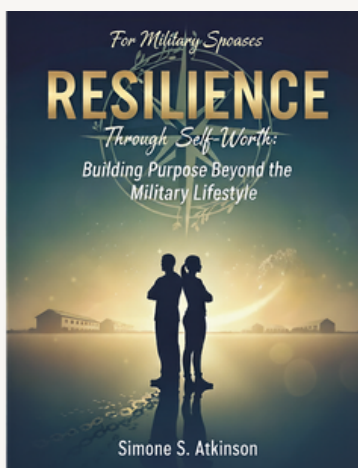


At the heart of The Atkinson Institute's mission are Simone S. Atkinson's transformative publications.

Almost Worthy explores why recognition can sometimes deepen self-doubt instead of strengthening confidence, helping readers understand how to move from achievement to purpose.



The Impostor Effect examines the science behind imposter syndrome and offers practical tools for understanding and overcoming persistent feelings of inadequacy.



Resilience Through Self-Worth helps military spouses navigate identity, purpose, and confidence through the unique challenges of military life.

Together, these books encourage readers to build confidence that is grounded in something deeper than achievement alone.

Speaking Topics

Engaging themes that resonate with diverse audiences



Simone S. Atkinson offers a variety of insightful speaking topics that address the multifaceted nature of imposter syndrome and confidence. One key theme is “Beyond Imposter Syndrome,” where she explores the emotional and psychological barriers that high achievers face. In “Why Success Doesn't Always Feel Like Success,” Simone challenges the conventional metrics of success, inviting attendees to redefine their self-worth beyond accolades.

Another impactful topic, “Building Internal Legitimacy,” delves into the importance of fostering a sense of belonging and confidence within oneself. Simone also discusses “Military Transition and Identity,” providing vital insights for military personnel navigating their post-service lives. Lastly, “AI-Induced Impostorism” examines the modern challenges brought on by artificial intelligence and its impact on personal and professional identity.

Each presentation is designed to inspire reflection, provoke meaningful conversations, and equip audiences with practical tools. By engaging with these topics, participants gain a deeper understanding of their own experiences and learn to navigate the complexities of worth, identity, and societal expectations.

Audiences

Engaging diverse groups through impactful formats and topics

The Atkinson Institute is dedicated to reaching a wide range of audiences through various formats that foster meaningful engagement. Our offerings include keynotes, workshops, and panel discussions designed for universities, military-connected communities, leadership teams, and high achievers.

Each format is tailored to the specific needs and dynamics of the audience, ensuring that the content resonates and inspires action. Keynotes are crafted to provide insightful perspectives on critical topics, while workshops offer interactive experiences that encourage participants to explore their own experiences with self-doubt and identity.

Panel discussions bring together diverse voices and facilitate rich conversations that drive understanding and collaboration. Moreover, our podcasts provide an accessible platform for sharing insights and fostering dialogue on imposter syndrome and related themes.

By employing these varied formats, the Atkinson Institute aims to create a lasting impact and equip audiences with the tools they need to navigate questions of identity, confidence, belonging, and achievement while developing a stronger internal foundation that isn't dependent on external validation.



Ready-to-Use Bios

Concise introductions tailored for various platforms

50-Word Bio:

50-Word Bio

Simone S. Atkinson is the founder of The Atkinson Institute, author, educator, and military spouse. Her work explores why external success does not always become internal confidence, and how that shapes identity, belonging, resilience, and achievement. Through research, writing, and education, she advances conversations about how people develop lasting internal conviction beyond external success.

100-Word Bio:

Simone S. Atkinson is the founder of The Atkinson Institute, author, educator, and military spouse. A former healthcare executive with more than a decade of leadership experience and a Master of Health Administration, she researches how a person's sense of worth shapes identity, belonging, resilience, achievement, and the ability to internalize success. Drawing from interdisciplinary scholarship and lived experience, Simone develops practical frameworks that help individuals and organizations better understand why external recognition does not always become internal conviction. She is passionate about advancing evidence-informed conversations that empower people to lead, live, and thrive from a stable sense of worth.

Host Introduction:

Today we're pleased to welcome Simone S. Atkinson, founder of The Atkinson Institute, author, educator, and researcher whose work explores how a person's sense of worth influences identity, belonging, resilience, achievement, and the ability to internalize success. Drawing from interdisciplinary scholarship, leadership experience, and lived experience as a military spouse, Simone examines why external success does not always become internal conviction. Through her writing, research, and educational initiatives, she is advancing a growing body of work that helps individuals and organizations better understand the foundations of confidence, purpose, and lasting achievement.

Booking & Media Contact



Speaking Engagements

Keynotes, panels, workshops, podcasts, and virtual events

Media Inquiries

Interviews, commentary, features, and collaboration requests

Email

pr@theatkinsoninstitute.org

Website

www.simoneatkinson.com
www.theatkinsoninstitute.org

Download the Full Media Kit

Scan the QR code or visit:

www.simoneatkinson.com/media-kit



We welcome opportunities to contribute thoughtful conversations about sense of worth, identity, achievement, belonging, and military life.