

# Self-Confidence

**Self-confidence is that feeling that you are capable at a specific task.**

That you can do it.

The knowing that, no matter how worried and anxious you may feel about something (an exam, an interview, a speaking gig, a networking event, a date), you have everything it takes.

You are also aware that not everything is in your control.

And yet **you feel good enough with your level of knowledge/competence/skills.**

Self-confidence is different from self-esteem, which is a more generic evaluation of your self-worth.

Self-confidence refers specifically to your ability to handle a specific situation, event or task and it's based on both your past experiences and your beliefs about yourself.

**It can be easily boosted** through a daily exercise and two different hacks to repeat right before an event or task you are worried/anxious/insecure about.

# Daily Affirmations



## The daily exercise - Affirmations

Affirmations are a research-validated (see references) technique to boost your self-confidence.

They are **positive statements about yourself that, with repetition, rewire the way in which you perceive yourself and emphasise strengths rather than weaknesses.**

In the following page you will find a few tips to craft the best affirmations for your intent and personality.





## How to craft your unique affirmations

Not all affirmations are born equal.

A *study* (see references in the last page) shows that strong affirmations may cause an inner conflict between the person's negative beliefs and the overshoot positivity of the statement.

**Affirmations must be reasonable and believable to work. And yet push our beliefs and boundaries a bit.**

Let's craft your unique affirmations!

1. **Think about a specific purpose** (ie a job interview, a working session, a task or situations that makes you feeling anxious or insecure)
2. Craft your affirmation thinking about what you need for that specific purpose. **Push your boundaries, but keep it credible.** For example, if you create it for a particularly touch working session, you could say:  
"I have faced difficult tasks before, I have the skills and determination to do a great job"

Other examples could be:

"I am well-prepared and I have everything it takes to do a great presentation"

"I am excited to face a new challenge and I have everything it takes"

### 3. **Rephrase your fears and doubts.**

For example, you may think:

"I will never manage to talk in front of so many people, I will just freeze"

you can turn it into

"I am excited about this challenge and I have the skills and presence to give a great talk"

### 4. **Repeat your affirmation** in front of the mirror, and put some emphasis into it! Your tone of voice and intention make a difference: charge each word with the burning desire you have for this task/event to be easy, enjoyable and simply great.

Other examples of Affirmations:

I am grateful for what I have in my life.

I can and I will.

I have everything it takes to do a great job.

I am an honest and kind person.



# The 2 Brain Hacks

These 2 brain hacks do their magic when done right before a task or event we are scared, worried or insecure about.

**They prime the brain to feel powerful, resilient and capable. And it even provides a visual example to follow closely.**

It's a recipe for success, and it's widely recognised as a great way to boost self-confidence, and so much more (see references).





## Hack 1 - The Superhero position

**Who is your favourite superhero?** I mean the kind of Superhero with a capital 'S' like the one pictured below. I mean... like Superman and such. Have got one in mind?

Now imagine **what is the most powerful position your superhero usually takes:** for example Superman flies with his fist and arm stretched forward. Now copy that position (I know it feels silly, but I promise it works).

**Keep it for a few minutes.**

For some additional effects you can imagine some more powerful traits of your superhero.







## Hack 2 - Imagine it...

Ask yourself:

**“how would a self-confident person behave?”** or

**“how would I behave if I were self-confident and it was easy?”**

Now Imagine it in all its little details. How you would move, how you would talk, what you would say and do. How it would work out.

**Now get out there and do exactly what you have imagined.** Because if you can imagine it in all its little details, you just need to copy it the best you can. And yes, it really works.





# References - wanna dig deeper in why it works?

Power Affects Performance When the Pressure Is On: Evidence for Low-Power Threat and High-Power Lift

Self-affirmation activates brain systems associated with self-related processing and reward and is reinforced by future orientation

Self-Affirmation Improves Problem-Solving under Stress

Positive self-statements: power for some, peril for others.

Why You May Want to Stand Like a Superhero

Seeing Is Believing: The Power of Visualization