

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