



Building your Confidence

A 4 Module E-Course

I have put together a course that you can do with just email, on “Building your Confidence”. This course contains material that I have used in workshops and one-on-one coaching with great success over the past ten years. This course however costs far less than a workshop or one-on-one sessions. It offers great value for money. Once you have purchased the course you get to keep the course material so you can do the course over and over again.

- It is a [four module course](#). Once you have paid you can choose to receive all the modules in one go or receive one a week. I will email all the notes and information for the course to you. The workbooks contain all the information, self-coaching sessions and exercises for you to do. Quite a lot of the exercises, particularly those in the last two weeks are practical exercises where you get to practice building and demonstrating confidence in real-life situations.
- The work you can do in your [own time anytime during the week at your own pace](#). Most people finish the course within 8 weeks by doing 3-4 hours per week.
- There is a [certificate](#) of completion available if you want it on completing the course. Let me know if you want the certificate and I need to see the exercises you have done for the last module before you can receive the certificate.

You need to register and pay before starting the course.

This course is designed to help you build confidence in a variety of situations and is suitable for you if you want to build confidence in:

- Meeting new people
- Interviews
- Writing exams or oral exams
- Asking for what you want/need
- Speaking up in work meetings
- Asking for promotions
- Asking for pay increases
- Pursuing new hobbies
- Pursuing the career of your dreams
- All types of social situations
- Speaking to authority figures
- Speaking in public

The course is very practical and includes a lot of techniques such as: Self-motivation techniques; the cognitive triangle; visualisation; examples of confidence scripts; anxiety management techniques; the fear ladder and goal ladder; reframing techniques; and behaviour rehearsal, among others.

[The outline of the programme is as follows:](#)

Module 1: What is Confidence? Confidence vs arrogance. Why you need to be confident in the world today? Why we may not be confident? Who can learn to become confident (the answer is virtually everyone)? Self-motivation techniques and exercises. Thoughts and beliefs. The Cognitive Triangle. Challenging and changing thoughts and beliefs. With lots of exercises for you to do to understand your thinking around confidence.

Module 2: Self-belief. Your strengths and successes and how they can help you be confident. Your self-talk and the self-talk of a confident person. Learning new ways of thinking and speaking. Visualisation. Confidence script examples. Not taking things personally. Self-efficacy. Introduction to Behaviour Rehearsal and step change.

Module 3: From module 3 we start with getting you to practice being confident in the situations you want to be confident in. You learn how to develop a fear ladder and a goal ladder and use them. You learn techniques to manage anxiety. And then we put it all together with a 5 step process to become confident in the situation you want to be confident in. We select step 1 of the goal ladder. We use the Cognitive Triangle to get your thoughts and beliefs right, as well as your feelings and behaviours, and put a script together for you to use in the situation you want to be confident in. Then you start with the role rehearsal leading up to and including the real-life situation. Once you have mastered step one of the goal ladder then you move onto step 2 and follow the process to master that step, and so on.

Module 4: In this last session we start by recapping what we have learned and what you have likely experienced. Then we look at all the possible outcomes from what you have done and how to deal with each possible outcome. We look at how your results create new thoughts and this feeds back into the thoughts of the Cognitive Triangle. After trying the first time and not getting the result you want people often feedback destructive thoughts. So we will look at how to interpret your outcome in a constructive way. We look at rewards and what to reward. And we look at tracking your actions as this can be very motivating - we often focus too much on how far we still need to go as opposed to how far we have come.

Contact: penny.holburn@live.co.za for more information or to book for the course.

Below are around 10 pages of extracts from the course to help you get an idea of what the course material is like and if you want to do the course. The full course is around 90 pages, with each module being around 20 pages.

Extracts from the course

Building Your Confidence

Introduction

Based on the many requests I get, I put together this course on confidence because so many people want to improve their confidence in some area or another. Either they want to be more confident socially, or they

want to be confident in interviews or oral examinations, or they want to be confident making presentations or speaking in public, or they want to be confident participating in meetings, or they want to be confident in several of these situations. And, of course, there are still many other situations where people want to be confident. They want the confidence to try out new hobbies. They want to be confident enough to feel they can pursue their dreams. They want to be confident enough to follow the career they have always wanted to. They want to be confident enough to ask for the promotions and the pay increases that would really improve their lives.

So what is Confidence?

Confidence is being comfortable in your own skin, and so being comfortable with yourself and others. It is being at ease with who you are right now. It does not mean that you don't want to improve yourself or your situation. It means you are okay with you as you are. You are not at war with yourself. It means not having to pretend to be someone you are not. It means not needing to be someone you are not. True confidence, which comes from the inside, is about liking who you are and feeling good about being you. You don't have to impress others and you don't have to work like crazy to get them to like you. You are fine being you, and you like and appreciate you as you are.

Arrogance is not confidence. Arrogant people try hard to get others to like them. They may boast and brag and pretend to be someone they are not. Arrogant people go out of their way to get you to like them, and usually don't succeed because we are very good at identifying people who try too hard versus people who are just comfortable with who they are. Confident people like themselves and are not overly concerned with what others think of them. They know you don't have to be everything to everyone. They know they are not perfect and they don't strive to be perfect. They are content being themselves. They know who they are and they like themselves.

Now you may have grown up with people telling you that who you are is not okay. You may have had people tell you that you were "stupid" or "lazy", or "why can't you be more like your sister", but those are just the opinions of people who don't really know better and are repeating what they have been taught. You as a person are not lazy or stupid. You may sometimes do things that you feel are stupid or represent being lazy, but that is not who you are. And you don't want to be more like your sister or brother. There is already one

of them in the world, the world doesn't need two people like that. It needs you to be who you are – your genuine, authentic self. It is not healthy to want to be someone else, because you came into the world with your unique gifts and strengths and the world needs you to be fully you. Being insecure or self-conscious is not helpful to anyone, not even those so-called well-meaning people from your past who told you to keep in the background and play small.

In the world today, to lack confidence is to be at a real disadvantage. We no longer live in a world where everything is clearly structured and planned. In the past your life was pretty much laid out for you. And it was fairly clear. You finished your studies and started working at a good company where you moved up the career ladder. Then you retired and lived on your pension. That is not what things are like today. If you lack the confidence to put yourself forward and to market your skills and capabilities you are not going far. If you lack the confidence to meet new people you will miss out on opportunities to increase your personal and professional circle which today comes with huge benefits. If you lack the confidence to ask for salary increases you won't get them. Without confidence you won't get another better job, or even any job. You won't get the recognition you want and deserve. You won't get the relationships you want, and so it goes on.

Why are we not confident?

I believe we are all born confident. Have a look at babies. They confidently express their needs. Depending on how those needs get responded to so the child grows up confident they will get what they want and need, or learns to shut down and keep quiet and say nothing.

As we grow up we are the recipients of lots of messages from those around us – parents, teachers, peers, society. “Don't brag”. “Keep silent”. “No one wants to know who you are”. “Stay in the background”. “You are no good at this”. “You will never amount to much”. You may even have been punished for engaging in confident behaviour or observed others being punished for it.

Can anyone learn to be confident?

Yes. As you were born confident you can learn to be confident. And note that if you are not confident then you have learned to lack confidence. Therefore you can learn to be confident too.

Although some people are more confident than others, and some people who are very confident have had to learn to be that way (at one stage they were extremely insecure), we all experience ups and downs in our level of confidence depending on what is happening around us. And a lot of it is up to us. If we are prepared to put in the work to learn to be confident then we will find ourselves becoming more confident. If we find we are losing confidence, for example because of disappointments or unmet expectations, then know that it is time to do some work on your confidence. It is something that you can do something about. You don't have to throw your hands in the air exclaiming there is nothing you can do about your poor levels of confidence. The solution is in your hands. You most definitely can learn to become confident, and in this course we focus on what you think and how you can act, to build your confidence levels.

Enabling change

The aim of this course is to bring about change within you – in the way you think and the way you act. So before we actually get into the core material, I want to have a look at how people change. What has to happen to get us to change our thinking, feelings and behaviour?

Change is hard. It is hard because there is nothing we like so much as the familiar. Which is why anyone who engages in a process to change, such as you doing this course, deserves kudos. It is much easier to stay where we are. So the first thing to consider, the reason why people seek to change, is because the status quo – the current situation, is painful. And it is so painful that we have to find something different. If you lack confidence and you don't care that you do, then you will not be motivated to change. If you lack confidence and it has resulted in many losses or hardships for you, then you are more likely to be motivated, and sometimes very motivated to change. If staying where you are is too painful, then we are motivated to do something to change things. If we are happy where we are, then we are not motivated to make changes.

So let us look at some typical exercises which are done at the beginning of change to get you to realise the benefits of changing and the negative consequences of staying the same. In other words, look at the benefits of being more confident and the consequences of not improving confidence levels.

I want you to think of what a lack of confidence has cost you. Think of every single part of your life – your job, your relationships, your health, your finances, your social life, etc. Write down what you have lost out on.

Example 1:

For example: Let's say you are not confident going for job interviews and so you have lost out on getting jobs you really wanted.

Your examples of what it has cost you could be:

1. You are in a job you are not happy in because you were not confident enough to apply for jobs that you would love doing.
2. You are stuck in a job where you know you are earning less than you should be and so you have lost out on earnings. With more confidence you could be earning more, have paid off more of your debt, and moved into a nicer house.
3. Because you are not happy in your job you are grumpy and take it out at times on your family and friends. So your relationships are also affected negatively.
4. When you are not happy you eat unhealthy foods and so your health is also affected.

Add up all the costs to you of not working on your confidence.

Example 2:

In this example let's say you are not confident in talking to new people.

Your examples of what it has cost you could be:

1. You lack friends and people you could turn to for support.
2. You avoid taking up new hobbies or joining clubs because you don't want to meet new people.
3. You avoid networking even though you know that your career would benefit and so miss out on meeting people who could offer you advice or even offer you jobs.

Add up all the costs involved for you.

Now it's your turn. Think about where you have lacked confidence and write down everything that it has cost you.

Example

Cost

Now we are going to consider the benefits of becoming confident. How will your life improve? What will you gain?

Benefits of becoming more confident could include:

1. A better job
2. A better house
3. More money
4. A better social life with nicer friends
5. A life with more interesting hobbies
6. More recreation time
7. More personal as well as business support networks
8. More business contacts and/or clients
9. A higher paying job
10. Happier relationships with loved ones
11. Being able to ask for what you want and getting it
12. A promotion
13. Less anxiety or depression
14. A greater sense of feeling in charge of your life

Write down what the benefits are to you of being more confident.

Benefits

When you are learning to improve your confidence and the going gets tough, and you are tempted to give up, and you almost definitely will be because life is hard, you need a strong enough motivation to keep going. Go back to these exercises and remind yourself how much better things will be if you just keep going. So keep your costs and benefits you have written down in mind, and when you need to, read them through again and again to motivate you to keep going. You can even add to them as new points come to mind.

Situation in which I want to be more confident

Now we are going to start building your confidence. Firstly, I want you to think of a specific situation in which you would like to be more confident. It could be that you want to be more confident in interviews. Or you may want to be more confident in speaking up in meetings. You may want to be more confident in meeting new people. You may want the confidence to start a business. Or you may want to be confident enough to start a course of study. There may be many situations in which you want to improve your confidence, however start with one particular situation. Once you have built your confidence in that situation you can focus on building confidence in another situation. To do this, just go through the course material again with the new situation as the example. You can follow the same process outlined in this course for any situation in which you want to be more confident. If you try and do more than one situation at a time though, it gets unnecessarily confusing and difficult.

Write down the situation in which you want to be confident. You must write this down. Don't leave it in your head. You are in effect writing down a goal you want, and goals need to be written down if you want to stand a good chance of achieving them. Write down exactly what you want the end result to be.

Example 1: I am confident in meetings with colleagues and customers. I am easily able to express what I want to say and am comfortable expressing my opinions and views confidently and easily. I am not intimidated by others in the meeting and don't take it personally when they disagree with me. If they are inappropriate or rude, I am confident to point out that their response was not appropriate and I don't take it personally. Because

I am comfortable and confident I make good points and add value to the meetings. My body language is positive. I sit up straight, head up, and make eye contact with the other attendees.

Example 2: I am confident and relaxed in interviews. I know I have prepared well and know I can answer the questions they ask me confidently. I smile and greet the interviewers and we shake hands. I sit upright, head up, and make eye contact with the interviewers. When they ask me questions I think of exactly the right answer, and reply with ease. I enjoy the interview and so do they. They can see I am the right person for the job. I ask good questions and always say the right thing. When the interview is over I shake hands and walk out with confidence.

Example 3: I am confident meeting people for the first time. I like meeting new people and I am comfortable that many people will like meeting me. I feel at ease and relaxed. I greet them and introduce myself. We strike up an easy conversation where nothing feels forced. We chat about common issues. I project confidence in the conversation and enjoy talking to them.

Example 4: I am confident to sign up for this course of study. I have done my homework and know I have the mental ability to do well if I put my mind to the course. Other people like me have studied and passed this course, and if they can do it, I know I can do it. I love the subject and if I need help or support I am confident to ask the right people for their help and support. I know that I can do this and know that I can get the resources I need to help me be successful in my studies.

Example 5: I am confident to ask for a salary increase. I have examined the salaries in the market and know that for my level and qualifications I am not being paid well enough. I have prepared myself by documenting market related salaries as well as my contribution to this company, and am now confident to go and ask my boss for a salary increase. As I talk to my boss I stand tall, make eye contact, explain clearly and calmly why I believe I deserve an increase, and feel at ease and confident the whole time.

The more you write down in specific detail the exact outcome you want the better. The more vague and fuzzy the more difficult it will be to be confident. Try and picture the exact outcome you want as this will make it easier to write down.

Your turn. Take the situation in which you want to be confident and write it down in as much detail and as specifically as you can. You will probably find that over the next few days your mind thinks about some more detail to add. That is fine. Just add them in and rework the outcome you want until you are happy with it. If you can write it down in enough detail so that someone could act it out, then great.

Situation in which I want to be more confident:

Thoughts and Beliefs

We are, quite literally, our thoughts. Our lives are directed by our thoughts. Our thoughts affect our feelings. If you are feeling sad or bad it is because you are thinking thoughts that make you feel sad or bad. Our thoughts affect our behaviour. If you think you cannot do something you won't even try to do it. And should someone actually persuade you to try something you will find a way to mess it up. And so, because thoughts affect our feelings and our behaviours, they affect our results in life. In turn our results affect our thoughts. If you think you cannot do something, or you think you will fail at something, you will act to achieve just such results, which in turn will reinforce your thoughts that you cannot do it. And so the thought gets stronger. The stronger the thought gets and the more you gather evidence to support the thought, the more that thought turns into a belief. A belief is a thought that we are convinced is true. It is a conviction. And once we are convinced something is true we act as if it were true.

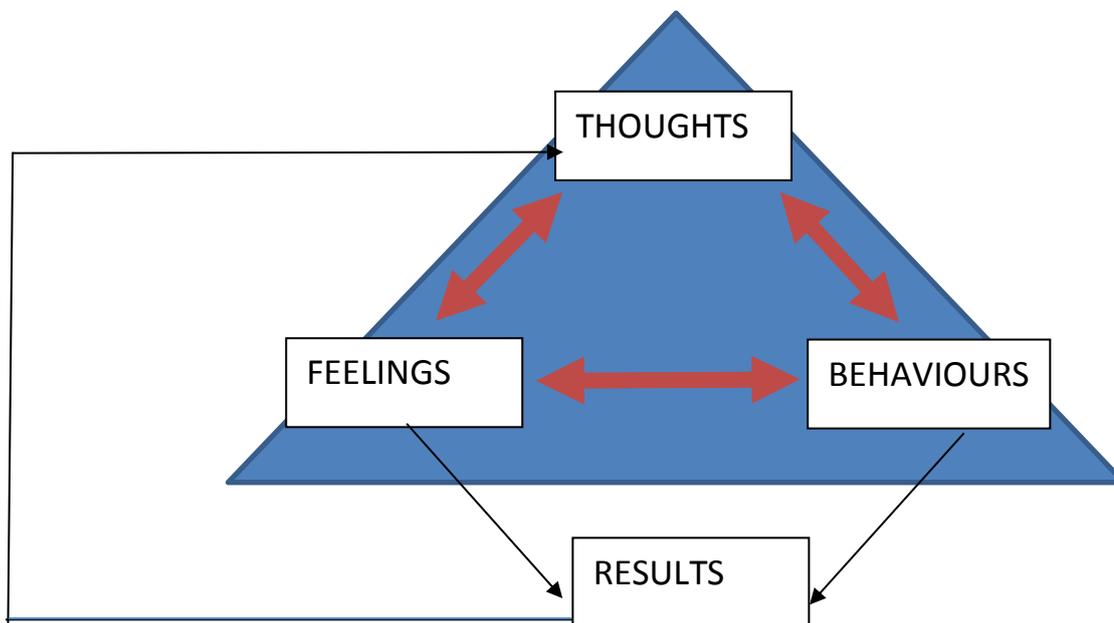
One of the tools we will use in working on building confidence is the Cognitive Triangle – see the diagram below – which shows the link between thoughts, feelings, and behaviours.

COGNITIVE TRIANGLE

The actual cognitive triangle is the triangle shaded in blue, and shows how our thoughts, feelings and behaviours influence each other and can bounce back and forth. The result is the outcome of the thoughts, feelings and behaviours. So your thoughts will influence what you feel and how you behave, and your feelings and behaviour in turn will influence the result you get. Therefore, if you want a specific result, you want to manage your thoughts, feelings and behaviours so that they help you get the result you want.

In some diagrams instead of results below, there is a triggering event at the top of the triangle. This triggering event could be anything that happens in the environment. It could be not getting a promotion, being rejected, being ignored, an unmet expectation etc., which triggers off thoughts, which in turn impact what you feel and do. In this situation we want to learn to think, feel and respond differently to the triggering situation.

COGNITIVE TRIANGLE



You can work forwards or backwards using the Cognitive Triangle. If you work backwards you start with the results you want. If you want a specific result: Then what behaviours do you need to display; what feelings do you need to have; and what thoughts do you need to be thinking. And the wonderful thing about being a human being is that we have control over the thoughts we think. We can decide what we want to think. Yes, most of our thoughts are unconscious, and we are not aware we are thinking them, but we can learn to make them conscious and challenge thoughts that don't work for us.