

# THE KEYS TO GREATER SELF-CONFIDENCE AND ABUNDANCE



*We transform leaders and teams to breakthrough  
so they can be their authentic amazing best!*



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## GETTING STARTED

Most people would like to be more confident, but confidence, while highly desired, is often illusive. A survey of British managers conducted by the Institute of Leadership and Management in the UK revealed that 50% of female respondents and 31% of male respondents don't feel confident about their job performance and careers.<sup>i</sup>

Have you ever met someone in business and been amazed at how much confidence they exuded? Did you walk away from them thinking, "Lucky them, they were probably born an extravert?" And have you also wondered, "Is it possible to train myself to be more confident so that I can draw on that confidence when I really need it? The answer is a resounding YES!

You can grow in confidence, become more self-assured, develop your personal and professional life, and live your life in a richer way. "Low self-confidence isn't a life sentence. Self-confidence can be learned, practiced and mastered – just like any other skill. Once you master it, everything in your life will change for the better." (Barrie Davenport)

Confident people share many of the same traits, even across cultures and industries. Cultivating the traits you already have, and developing those that you do not yet have, will build your overall self-confidence. Remember – self-confidence is about building yourself up, not tearing others down. When you are confident, you make others around you feel confident too.

## TRAINING OBJECTIVES

Research has consistently demonstrated that when clear goals are associated with learning, it occurs more easily and rapidly. With that in mind, let's review our goals for this training workshop.

At the end of this training, participants will:

- have an accurate understanding of self-confidence.
- know the keys to building self-confidence.
- identify at least 3 areas of confidence building to work on.
- have a plan for growing in confidence.
- understand the connection between confidence and sales performance.
- have a strategy for dealing with negative comments.

## **A. FOUR COMMON MYTHS ABOUT CONFIDENCE**

### **You have to be born confident**

No! Confidence is something acquired through life and you can be trained to be more confident. Many people grow in self-confidence by following the keys to self-confidence taught in this training course.

### **You have to be successful before you can be confident**

This is not true because you never know what you can do until you try. It is a matter of persistence and building on your small successes one step at a time.

### **You have to be an extrovert to be confident**

Once again, not true! We often associate being confident with extroverts who are the centre of attention at parties. Confidence is not about being the most talkative person in the room, or the funniest, or the centre of attention. It is about feeling comfortable in your own skin and being happy with the achievements you have made.

### **Confident people are confident all the time**

There will be times when you feel less confident, particularly in new situations when you are being pushed outside your comfort zone. Everyone goes through these times.

## **B. WHAT IS CONFIDENCE?**

The single greatest thing you can do for your own success is build and learn to show self-confidence. We talk a lot about confidence, but what is this confidence most people aspire to have more of? Self-confidence is not having an oversized ego or acting like you are better than others.

Self-confidence is confidence in oneself and in one's powers and abilities." (Merriam-Webster Dictionary)

Self-confidence is simply the belief that you know what to do and how to do it, that you are good at what you do, and that you can handle whatever comes your way.

"Confidence is life's enabler – it is the quality that turns thoughts into actions."<sup>ii</sup>

If we are to become more confident we will need to change the way we think, practice, and take some calculated risks by stepping out of our comfort zones.



Most leaders will lack self-confidence from time to time. It is helpful to understand self-confidence, not so much as a static quality, but a mindset that takes commitment to maintain. It must be practiced, honed, refined, developed, mastered, just like any other skill.

## C. BUILDING CONFIDENCE

*“Believe you can and you're halfway there.”* Theodore Roosevelt

*“Man often becomes what he believes himself to be. If I keep on saying to myself that I cannot do a certain thing, it is possible that I may end by really becoming incapable of doing it. On the contrary, if I have the belief that I can do it, I shall surely acquire the capacity to do it even if I may not have it at the beginning.”* Mahatma Gandhi

How can you lift your level of self-confidence and achieve your business and life aspirations?

1. Challenge Your Negative Self Talk

2. Learn From Confidence Role Models

3. Step Out of Your Comfort Zone

4. Stand Tall

5. Know Your Self-Worth

6. Empower Yourself Through Morning Rituals

7. Surround Yourself With Positive People

8. Undertake Personal Growth

9. Develop an Abundance Mindset

10. Prioritise Physical Exercise

11. Be Prepared

12. Engage a Life Coach or Mentor

## 1. Challenge Your Negative Self-talk

*“If you hear a voice within you say, “you cannot paint,” then by all means paint, and that voice will be silenced.” Vincent Van Gogh*

Everyone struggles with negative thoughts from time to time. Think about a recurring negative thought you have about yourself or your business/career performance. We sometimes listen to our self-talk as if it was unquestionably 100% true.

These negative automatic thoughts just seem to kick in and we then attach feelings to these thoughts. We make a mistake or fail at something, and then we think about the mistake for hours and maybe days, and it destroys our confidence.

One way of addressing negative self-talk is to start observing how you talk to yourself. (Some even journal this to increase their awareness). Then being objective as possible, question whether what you are saying to yourself is completely true.

### 1. Ask powerful questions

Think of an example of some negative self-talk. E.g., I am no good at small talk, I cannot close big sales, I am not as good at selling as others, I will never be able to succeed, I am useless, etc.

### Exercise

An example of your negative self-talk:

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An example of negative self-talk often heard from sales people:

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*The Work* by Byron Katie<sup>iii</sup>, encourages you to ask yourself the questions above.

- Is it true?
- Are you sure that it is absolutely true?

Straightaway you may see that your self-talk is untrue and should be rejected.

Then ask two more questions of your personal negative self-talk:

How do you react, what happens when you believe that thought?

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Who would you be without the thought?

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It is always important to challenge negative self-talk.

**2. Reinforce positive thoughts**

Another strategy for overcoming negative thoughts is to remind yourself of three good things you have done for every negative thought you have. This reinforces positive images of who you are.

**3. Refuse to compare yourself with others**

Comparing ourselves with others can be a motivator, but it can also induce self-doubt and diminish our sense of self-worth. Social media can really be unhelpful here. Stay true to who you are, your strengths and your unique self.

**4. Reject the limiting messages you have been given**

This is an advanced method for overcoming negative self-talk. In the BCT session you may not have time to undertake this exercise, however, you may find it helpful to do this in your own time.

Becoming aware of the negative (limiting) messages you received from your family, authority figures in your life, and others, can help you choose better, more empowering messages.

**Exercise**

Fill in your answers on the table below.

<b>Message Source</b>	<b>Message: You have no right to feel confident because you ARE...</b>	<b>Message: You have no right to feel confident because you ARE NOT...</b>
Family		
Other authority figures		
Others (maybe even societal messages)		

Which of these messages or scripts do you reject today? Circle the messages above that you choose to reject.

What empowering messages can you replace the above messages with?

Negative message	Empowering belief

**5. Practice Gratitude**

When you take the time each day to practice gratitude, you see how many blessings you have in your life. This builds your confidence and appreciation for your life, and can override negative self-talk.

**2. Learn From Your Confidence Role Models**

We all admire people who exude confidence and seem to be comfortable and self-assured.

**Exercise**

Think about someone you see as very confident. It may be someone you know personally or someone you have observed in the media or elsewhere. This person is something of a confidence role model for you. The person I am thinking of is: \_\_\_\_\_

Confidence quality	How they behave
Their body language often seems to be... In particular, they walk like...	
They often speak in these ways...	
They usually dress in this way...	
They act like...	
When faced with problems/challenges, this person seems to think...	
They come across as someone who....	
Other people think this person is...	

Think of 3 of the most important characteristics above. What shifts can you make in your behaviour, or way of being, so that you could emulate the qualities you admire? As you emulate this person you may find your self-confidence lifts. It is not about becoming someone else, but rather seeking to learn the behaviours of confident people so you can become the best expression of yourself.

Characteristic	What would need to happen for you to be able to emulate this aspect of confidence
1.	
2.	
3.	

### 3. Step Out of Your Comfort Zone

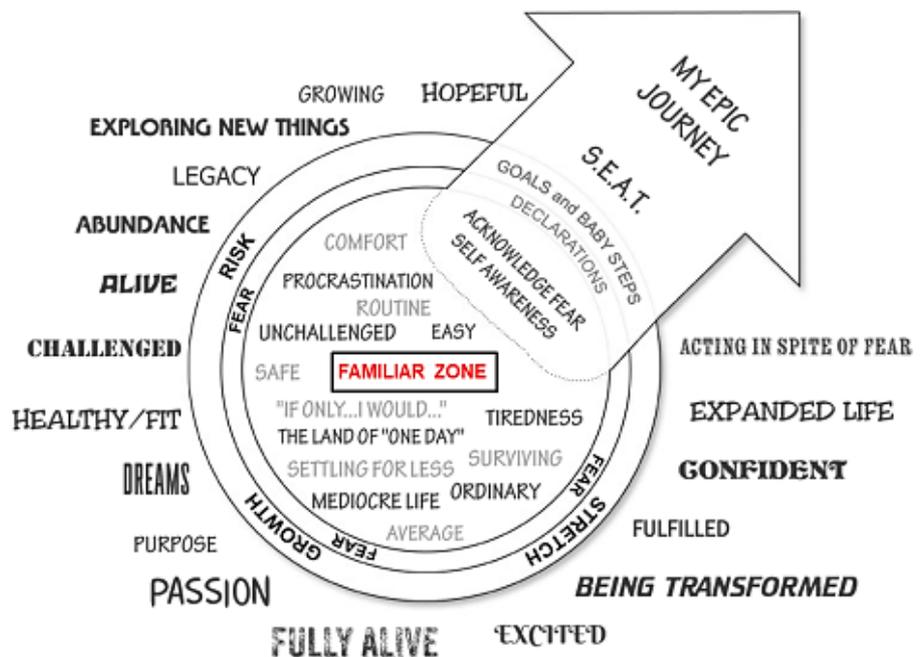
*“Self-confidence is the first requisite of great undertakings.”* Samuel Johnson

#### a) Take baby steps

You can become more confident by taking a series of small steps, especially if the steps involve a level of risk and the possibility of failure.

You can take these small steps out of your comfort zone until you become more comfortable with the risk. *“When eating an elephant take one bite at a time.”* (C. W. Abrams Jr)

Going out of your comfort zone to accomplishing a difficult challenge, set by yourself, will give you a boost of confidence.



- Undertake a course of study
- Participate in long distance walks or other strenuous physical activity
- Try something new

## Exercise

What step could you take today or this week that would take you out of your comfort zone?

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### b) Overcome fear

*“The way to develop self-confidence is to do the thing you fear and get a record of successful things behind you.”* (William Bryan)

Whenever we step out of our comfort zone fear will be present.

This is a normal experience for most people. How can we overcome this fear of failure?

- Reframe failure as a great “learning experience.”
- Keep your life purpose and goals foremost in your mind – keep the end in view.
- Pay attention to your positive self-talk.
- Make an active decision to push through your anxieties.
- Take small steps on a daily basis.

### c) Take responsibility

It is easy to blame others, our background, our parents, or our culture, etc. Confident people learn to take responsibility and to take action, so they can achieve their goals. This may involve:

- Changing things incrementally
- Engaging a coach or mentor
- Undertaking self-awareness training
- If you are “blocked,” maybe undertake some counselling

## 4. Stand Tall – The Power of Body Language

Tall, correct posture, helps most people feel and project confidence. Research reported by Adam Galinsky and Li Huang, states that, “Body posture is often the primary representation of power.”<sup>iv</sup> How we stand, sit, walk etc., can all project confidence. Other researchers confirm these findings and conclude that a tall expansive body posture helps you act and feel more powerful than drawn-in stances.<sup>v</sup>

Amy Cuddy, a Professor and researcher at Harvard Business School, explains in her TED talk, that your body talk can increase confidence building testosterone levels.<sup>vi</sup> According to Cuddy, we can change other people's perceptions, and even our own body chemistry, simply by changing our body positions.



Our body language can quickly portray our insecurity or our self-assuredness.

- Stand tall
- Shake hands warmly
- Hold your head high
- Sit upright and a little forward toward the other person
- Maintain good eye contact
- Nod your head even when you are the one speaking

## 5. Know Your Self Worth

*“Always remember, you are braver than you believe, stronger than you seem, and smarter than you think.”* Christopher Robin

### a) Check your resume

Part of knowing your self-worth involves reminding yourself of your credentials and accomplishments. Eric Baker in an opinion piece in Time Magazine,<sup>vii</sup> says that we should remind ourselves of the accomplishments we are most proud of. For example, we can look at our resume. Our resume is designed to make us sound impressive to others, and it can have a similar effect on ourselves.

It is also helpful to remind yourself a number of times of what you have done, and the good things in your life. It is helpful to keep a gratitude journal.

Make a list of your strengths (not just your weaknesses). As you put more energy into your strengths, your confidence will grow.

### b) Be empathic with yourself

*Shame asks the question, “Is there something about me that if other people see it or know it, will make me unworthy of connection.”*

In life we fail, we make mistakes, we go through struggles and hard times. These experiences can leave us with guilt and shame. Shame destroys self confidence among many other aspects of our life. Shame plays two recordings in our minds, “I am not good enough” and “Who do you think you are?”

What do you find yourself thinking? I am not \_\_\_\_\_ enough! This is a scarcity mindset.

Dr Brene Brown, a researcher and Professor of social work at the University of Houston, is the preeminent researcher on shame. Brown has discovered that if we want to overcome shame, we need to share our shame with a trusted person(s).

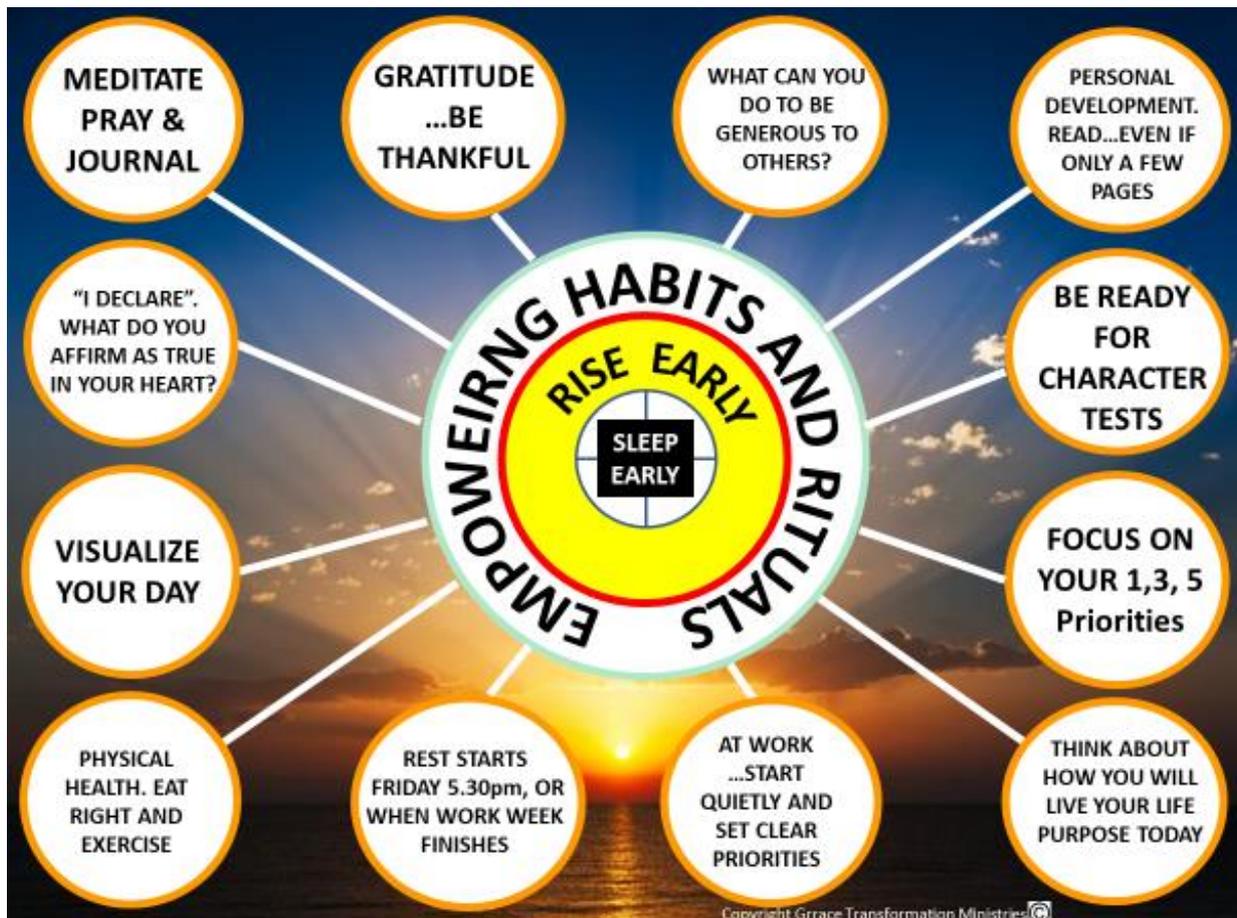
Empathy is the antidote to shame. Shame needs several things to grow:

- Silence
- Secrecy
- Judgement

When empathy is present, shame cannot grow, so give yourself the gift of empathy. Be patient, understanding, loving, nurturing, supportive, kind, and everything else that you need with yourself. Give up your negative stories about yourself. Talk to yourself like you would a close friend.

## 6. Empower Yourself Through Morning Rituals

How we begin our day can bring a surge of self-confidence, and sets up our day for success.



Morning rituals are used by many people who are seeking to make their day count, and in fact most successful people start their day with empowering habits. To do so, they rise early (and go to bed early) because they know how important these habits are for their success.

- Meditation
- Declarations
- Gratitude
- Exercise
- Eat well
- A plan to help others
- Read something for personal growth and development
- Get organized and set your priorities
- Have a clear life purpose
- Be on time for work

To these we can add:

- Thoughtful grooming

The clothes we wear can give a strong message. What clothes help you feel more confident? Different clothes mean different things to different people.

Researchers from the Kellogg School of Management at North-western University, discovered that the research subjects who wore white doctor coats (in other words, a piece of clothing associated with a certain quality – in this case, intelligence, care, professionalism), performed better on the experiments administered test than those who did not. This phenomenon is called “enclothed cognition.”<sup>viii</sup>

The bottom line is – choose clothes that fit you well and suit your industry and lifestyle. Clothing should help you feel confident. You should look like the part you want to play, or as some say, “suit up for success.”

## 7. Surround Yourself With People Who Believe In You

Your social setting can strongly affect what you believe is possible – and that will affect your confidence, the effort you contribute, and the outcomes you achieve. If we surround ourselves with negative people, or people who simply don’t believe in us, then we will probably feel less confident.

Do you have positive people around you who believe in you and cheer you on?

BCT emphasizes the importance of building a S.E.A.L.L. team. Support, Encouragement, Accountability, Leadership, and Life Coach team. Who is your S.E.A.L.L team?

Support: \_\_\_\_\_

Encouragement: \_\_\_\_\_

Accountability: \_\_\_\_\_

Leadership: \_\_\_\_\_

Life Coach: \_\_\_\_\_

## 8. Undertake Personal Growth

Confident people have a desire to learn and grow. They feel comfortable about learning from others, so they take classes, read, or undertake on-line learning. Once again, it is a matter of baby steps. Insecure people rarely seek to learn from others because they fear admitting they need help, or have areas in which they need to grow.

We especially encourage people to complete assertiveness training. This training can provide you with the skills and practice so you speak and act more assertively and confidently.

## 9. Develop an Abundance Mindset

Many people have a Scarcity Mindset, i.e., I am not enough, I do not have enough, there are not enough clients, customers are never going to buy, the economy is tough so I cannot sell. The scarcity mindset is self-limiting, negative and crippling.

By contrast, an Abundance Mindset always affirms the positive resources and possibilities. If we believe we are enough, that we have the ability to be successful, that we can learn and acquire all the skills we need, then this transforms our professional and sales life.

Abundance simply means “to have much of.” It means “having a more than adequate quantity or supply.” It is defined by having more than you could need.

*7 Powerful Keys to Create Your Abundance Mindset© - Scott Epp and Abundance Coaching*

### 1. **Believe you are more than enough, you have more than enough and more than enough is coming to you in the future.**

You have gifts, abilities, character, intelligence, and potential that give you the capacity to succeed. Think about the abundance that is you.

### 2. **Embrace possibility thinking.**

Positive thinking became popular at the end of the 20<sup>th</sup> century. It was popular for a great reason and today we call it possibility thinking. A world of possibilities always

***“Scarcity” sees the obstacle and gives up.***

***“Abundance” sees beyond the obstacle to what is possible.***

*A shoe manufacturing factory sends two marketing scouts to Africa to study the prospects for expanding business.*

*One sends back this message:*

***“Situation hopeless, no one wears shoes.”***

*The other sends this message:*

***“Glorious business opportunity: they have no shoes!”***

awaits you. Like the abundance of the ocean, the world is full of choices and opportunities for you. What are your possibilities?

### **3. Value what you put in your mind.**

We are bombarded with news, fake news, reports of catastrophic events, scaremongers speaking of catastrophic events, negative reports on almost everything, rivers of information through social media. This all influences your mind, heart and ultimately your well-being and performance.

By contrast, listening to and reading uplifting material provides empowering fuel for your mind to help overcome scarcity and fearful attitudes.

### **4. Take time to rejuvenate yourself**

We all get run down, and depleted. It is important to rest and recharge so that we live our best life. For example:

- Solitude
- Meditation
- Time alone in places that nurture and refresh
- Reading
- Relaxing
- Helping others
- Exercise

These can help recharge our batteries. What do you do to recharge?

### **5. Value yourself at your core**

As we have seen above, developing a healthy sense of self-worth is essential to self-confidence.

### **6. Wrap yourself and others with love and empathy**

Shame thrives on scarcity and fear. As we show ourselves empathy we realise that we are worthy of love, respect, and abundance. Then as we show empathy to others we expand ourselves even more as we develop relational skills and a larger world view.

### **7. Speak truth**

It is always important to speak the truth (truth speakers are more confident because they do not have to remember what they have said!). Speak the truth about your current situation. Speak the truth about your strengths. Speak the truth about your life purpose and destiny. Verbally speak the truth about your possibilities and potentials. Speak the truth about your dreams.

What is the “abundance” that you bring to your professional role or your sales role?

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We encourage you to work through *Your 7 Powerful Keys to Create Your Abundance Mindset*.

## 10. Prioritize Your Physical Activities

Stretching your muscles can lead to a better posture, improved blood flow and ultimately more confidence. Do something good for your body every day. The result will impact how you feel about yourself.

- Set aside time for exercise
- Walk as often as you can
- Wear a pedometer
- Join a gym
- Walk with friends

## 11. Remember the famous motto, “be prepared”

Performance coaches often help clients with the 5P’s. Prior Planning Prevents Poor Performance. We all know that the more prepared we are, the more confident we will be in performing significant tasks.

Sales people sometimes fail to prepare well. See BCT’s training, *Building Rapport*, for detailed training on sales preparation.

## 12. Engage a Life Coach or Mentor

Your self-confidence can take off to a new level when you meet with a life or business coach. Coaches can help bring the best out of you and keep you on track to achieving your dreams.



### D. MY PLAN FOR GROWING IN CONFIDENCE

Think through the keys to building self-confidence. What can you immediately put into action? Select 3 Self-Confidence keys that you will embrace over the coming month.

1. \_\_\_\_\_
2. \_\_\_\_\_
3. \_\_\_\_\_

Share your commitments with your team.

### E. HOW YOUR CONFIDENCE LEADS TO MORE SALES AND BETTER SERVICE

When we are selling or promoting products or services we are really aiming to transfer our confidence to the prospective client. Sales confidence beckons us to a continuous process of learning and achieving. It is helpful to look at the 11 keys for growing in self-confidence and see how these apply to sales.

	<b>Self-Confidence Keys</b>	<b>Sales Applications</b>
1.	Challenge Your Negative Self Talk	<ul style="list-style-type: none"> <li>• You can approach people in a positive way, without fear of rejection.</li> <li>• Your positive attitude overflows to your customers and prospective clients.</li> <li>• A positive mindset gravitates toward what is possible.</li> </ul>
2.	Learn From Confidence Role Models	<ul style="list-style-type: none"> <li>• As you emulate how your role models approach customers, you will find yourself acquiring habits that exude confidence.</li> <li>• You are already an amazing person, and learning from role models will only help you become more successful.</li> </ul>
3.	Step out of Your Comfort Zone	<ul style="list-style-type: none"> <li>• This is particularly important for sales people who are selling over the phone, or when you are approaching a new client.</li> </ul>

		<ul style="list-style-type: none"> <li>• Taking risks through baby steps is a key to sales success.</li> </ul>
4.	Stand Tall	<ul style="list-style-type: none"> <li>• How you present to customers has a major impact on the potential sales outcome.</li> <li>• Carry yourself with confidence and project self-assurance in yourself and in your product or service.</li> </ul>
5.	Know Your Self Worth	<ul style="list-style-type: none"> <li>• When we believe in ourselves and what we are doing, it becomes very obvious to our customers.</li> <li>• We become confident that we have the skills and ability to present well, and to close sales.</li> </ul>
6.	Empower Yourself Through Morning Rituals	<ul style="list-style-type: none"> <li>• Self-confidence is shaped to a large extent by our mindsets. Starting the day with empowering routines sets us up to be our very best with customers.</li> </ul>
7.	Surround Yourself With Positive People	<ul style="list-style-type: none"> <li>• There are many people in sales who will tell you, “You cannot do it,” or “That customer is impossible,” or “You can never reach that sales budget.” You do not need the voices.</li> <li>• As positive voices speak into your life with encouragement and affirmation, you can rise to the occasion and become a great salesperson.</li> </ul>
8.	Undertake Personal Growth	<ul style="list-style-type: none"> <li>• There is always more to learn. As you nurture your appetite to learn and grow, you will be equipped to connect with a broader range of people and in more effective ways. You become a more rounded and well-developed person.</li> </ul>
9.	Develop an Abundance Mindset	<ul style="list-style-type: none"> <li>• When we have this mind-set we overflow with confidence. We don’t focus on what we lack but we function out of the overflow of our strengths and abilities.</li> </ul>
10.	Prioritise Physical Exercise	<ul style="list-style-type: none"> <li>• You will function at a higher level when you are fitter.</li> <li>• You will approach customers with confidence because you feel good about yourself.</li> <li>• Exercise increases blood flow and a sense of well-being that overflows in our work.</li> </ul>
11.	Be Prepared	<ul style="list-style-type: none"> <li>• The more prepared you are for your role in sales the more success you will achieve.</li> <li>• Customers will sense that you are professional and knowledgeable, and this engenders trust.</li> </ul>
12.	Engage a Coach or Mentor	<ul style="list-style-type: none"> <li>• A great coach will help you overcome weaknesses and will draw out your strengths.</li> <li>• As you sharpen your goals and become more focussed on the outcomes you desire, you will bring this laser focus to your work in sales.</li> <li>• As coaches always remind us – the power of focus cannot be underestimated.</li> </ul>



## F. STRATEGIES FOR OVERCOMING NEGATIVE COMMENTS FROM OTHERS

*“If you keep your feathers well-oiled the water of criticism will run off as from a duck’s back.”*

Ellen Richards

*“Criticism is something you can easily avoid by saying nothing, doing nothing, and being nothing.” Aristotle*

This is about staying in the “confidence zone.” There are always critics and there are always negative voices. Negative comments can feed our own limiting beliefs. When there are no self-beliefs for the negative comments to hook into, they roll off our back like water off a duck’s back. But when deep down we hold limiting beliefs and negative self-stories, the criticism arouses these beliefs.

When negative comments come from others, it is best to focus on the one person we do have control over – ourselves.

### **1. Look inside and discover the underlying beliefs that caused the negative comments to “stick,” and begin to undo them.**

The biggest challenge in your professional life is not the critics and the negative feedback, it’s what goes on inside your head.

What beliefs have you discovered? (See Change Your Negative Self Talk in the training above).

### **2. Ask the four questions we have already covered in Change Your Negative Self Talk**

- Is it true?
- Are you sure that it is absolutely true?
- How do you react, what happens, when you believe that thought?
- Who would you be without the thought?

### **3. Remind yourself - it’s not all about you**

Feedback, whether positive or negative, tells you a lot about the person giving the feedback. In fact, it tells you more about them, than it does about you. If you remember this you can take the insights from the feedback that are helpful and put them to good use.

#### **4. Take negative comments as an opportunity**

Feedback can be a gift for you, an opportunity to do some self-reflective and personal growth work. Do the work and learn the lessons to be learnt so you can cope better next time.

Also, remember that there is often something we can learn from critics. Look for some takeaways that can help you become more successful.

#### **5. Beware of your negative stories and catastrophising**

What stories are you telling yourself about the negative comments? You can reframe these negative stories and find positive aspects. E.g., the person making negative comments is not a bad person, they may be unconscious of how their comments are affecting you, they may be projecting their own experience.

#### **6. Set boundaries**

If you are being bombarded by negative people you must put some boundaries in place. You will need to be firm with these boundaries and ensure that the positive voices in your life far outweigh the negative ones.

## NOTES

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