



How to build your confidence in 5 easy steps

Leading life coach, business coach Rasheed Ogunlaru shares some tips on increasing your performance and confidence in business.

There's no secret to success and confidence. It's simply the movement from thinking about and projecting what you don't wantto doing, being and creating what you do want. The key to confidence and success is knowing what you want, being yourself and identifying and working from your strengths.

Most underperformance comes from focusing on our weaknesses and by projecting out our fears of the interview, meeting, sale, talk, presentation or pitch going badly. If you've been prone to this you're not alone and more to the point you can change it now.

Step 1.... Know where you're going - the root to success

Whether you're looking to expand your business or give the perfect presentation or pitch, the key to achieving results are the same:

1. **Goal visualisation** – having a clear, motivating, detailed picture of precisely what you **do** want (and seeing yourself achieving it)
2. **Preparation** – having a clear compelling message, knowing your stuff and your audience and how to pitch it, be yourself and personalise it to you and them
3. **Belief** in yourself, your skills and your service or product
4. **Action with passion**– do it, be flexible and have fun
5. **See all thing as feedback** - learn from every hurdle and high point

Step 2 Identify & work from your strengths

There's a myth that you should work on your weaknesses. Not so. Champions become so by working from their strengths and building on them to strengthen all areas of their life.

- Write a list of all your personal and professional skills, accomplishments, talents and skills.
- Now add all the qualities, skills and talents that others your respect say you have.
- Make sure the list is exhaustive.
- Always remember these and work from these – and think of them especially at times when things aren't going well.



- Now we can identify areas that you need to address from a position of strength. Identify others who you respect and share your values and who have strengths in areas that you're not as strong in. How is it that you can use their strengths to support you and vice-versa?

If you start with your strengths they will pour into and areas of your performance and will help you address perceived weaknesses.

For example if you've great people skills but weaker technical skills use them to attract the right technical help.

Step 3..... Building self belief

Almost all professional fears come from personal doubts. These usually spring from 'second hand' fears and ideas from our childhood to teens given to us by others. Some come from as little as one 'bad' experience in our professional career. So for example a simple remark (often innocently meant) from parents, peers, teachers or others you we're stupid, dumb, talkative, unattractive, and aggressive or anything else early on can subconsciously be undermining you today.

- The first step to confidence is recognising most of the ideas and fears you have about yourself and your potential come from others, and from the past.
- Remember this is not your stuff – let it go. Your future success is based on how you are NOW and from here on. This may brush away many of the doubts and recover your inner confidence.
- If you have a negative belief like: "I'm no good at...", "I'm dreadful at public speaking", "I can't cold call", "I can't close a sale", "I hate interviews" etc you can change them:

*Identify where it came from, if it's from someone else, it ain't yours. Throw it out!

*Write and recall examples of when you achieved something in this area that you feel you can't do: just one example destroys the old belief
So think of a time when you were good, gave a great talk, interview or call etc

* Reword your belief from "I can't ..." to "I can..." This will gradually positively re-programme your mind. And from here on use positive language about yourself.



Step 4.... Embracing fear & use it as a fuel

If you're nervous before or during a meeting, interview, presentation, cold call, big event or anything else you are not alone. Top speakers, world leaders, executives, athletes and performers often suffer from nerves.

- Much of this fear is adrenaline. It goes back to our fight and flight instincts. Without it we wouldn't perform at our best. It's there to make us alert so that we can act.
- Fear is an alert bell to ensure you check you have the skills, preparation, precautions or support we'll needed to proceed.
- If you're nervous use it as a reminder to focus on your objective, message, and prepare take action accordingly.

Step 5Personalise it! Do it your way

You are the secret to your success. Nerves and fears come from feeling that there's an ideal way of having to do it – or that you have to do it how someone else or an imaginary text book says. Rubbish. Your task is to get results for yourself and or your business professionally in line with your or your company values/ policy/ ethics. The irony is that giving a presentation, interview, pitch or whatever else in a personalised form and personalised for your audience is what will help you connect and excel.

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