

# Ten Ways to Strengthen Self-Confidence



To succeed and lead, confidence is as important as competence. Yet, highly competent people often lack confidence, which holds them back. Confidence is a skill that can be learned and practiced. Use this list of ten ways to strengthen your self-confidence.

- **Increase self-awareness.** Articulate your strengths, values, purpose, preferences, goals, and dreams, by yourself or with help of a coach or mentor.
- **Believe insights from others:** See how others describe you in performance reviews, conversations, personality, or leadership profiles. Claim the positive!
- **Own your expertise.** Stop downplaying what comes naturally, or what you have practiced over time. Understand that not everyone knows what you know.
- **Soften your self-talk.** Show compassion for your present/future/past self and turn down the volume on inner critics. Be kind to yourself!
- **Celebrate success and everyday wins.** Tune into what you do RIGHT every day. This intentional attention helps to translate competence into confidence.
- **Practice a growth mindset.** Try new things, take risks, allow failure, and add “yet” to any “I can’t” statements. Stand confidently as a life-long learner.
- **Gain mastery and build skills.** Practice something (almost anything!) that captures your attention and fully absorbs your focus. Get better at it.
- **Set goals and track progress.** Write down goals that are specific, measurable, achievable, relevant, and time bound. Measure your incremental progress.
- **Create structures to remind yourself.** Use positive affirmations, power playlists, visual reminders, post-its, vision boards, or even wardrobe “cues”.
- **Embrace wholehearted gratitude.** Scan for the beautiful, not the broken. Be appreciative and present in the moment. Increase non-judgmental acceptance.