



## Introduction to How to Have Confidence in Business

Confidence has at its root two Latin words meaning “with” and “faith”. Thus confidence is usually seen as people’s beliefs about their ability (a) to succeed and (b) achieve a set level of performance. Historically psychologists thought confidence was reflected in future performance but many professionals now think differently. They think that confidence is reflected in past performance, which then shapes your belief about the future. The mantra “Fake it till you make it” has been popular and you can fake imagination and mindset for a short period, however you can’t easily manufacture conviction. My wife often says, “Now, say it like you mean it” as she tutors me in my development and evolution.

The famous quote from Napoleon Hill is “Whatever the mind can conceive and believe, the mind can achieve.” Somehow we say, but miss out, the “and believe” piece. It’s easy to think you believe something but actually don’t, or don’t believe it enough. In my early public talks on coaching, people would often want me to talk about the application of the quote so I became very sensitive to whether the organization really went all in or just paid lip service to the idea. The worst example was when I was asked to give a real “rally the troops ra-ra” upbeat message but had not known that I was speaking just after the previous speaker had just finished lambasting everyone for the previous two hours, for what he saw as poor performance

What I know from recent research is:

- Confidence comes from past performance
- It doesn’t last forever.
- What used to make you confident years ago will decay rapidly.
- Recent performance is a better indicator than something you did well years ago.
- Your belief, your degree of imagination, your faith in your future, are based on your confidence.
- The bigger your confidence, the bigger your future.
- The bigger your confidence the less attached you are to rigid emotional states.
- The more confident you are, the more you are willing to leave old outdated states and become what you believe is necessary to achieve the emotional state that will generate your desired success.

So what makes people stick in the old states instead of moving on? There are usually five things.

First, something that was a trauma-inducing event that is driven underground instead of being talked about honestly.

Second there is the adherence to the old stories of why or what in the story telling.

Third, there is a lack of decision-making about what is wanted or desired. Decision comes from the Latin meaning cut off. Once something is cut off, options are eliminated or reduced and so then the next step tends to select itself more easily.

Fourth is an ongoing culture of failure to complete agreed goals.

Fifth is an environment that reinforces the past instead of creates the future.

When faced with a choice, people want to know what course to choose and to choose the right one before they act. In part that is the result of how we learn at school. Problems posed usually have a solution, sometimes we designate that as a closed solution, its either right or wrong. We learn from schooling that getting the answer "right" is rewarded, hesitation or getting the "wrong" answer is not. Natural though that is, it's not always the best way forward in life. In the real world though, we have to deal with problems and solutions that are more open in nature. The right answer is not so immediately obvious. Entrepreneurs often don't do well in school but better in real life.

\* Their decision making is more "Let's do something and make it become right."

\*With more experience it may move on to, "Right let's do stuff quicker as then I know what does or doesn't work and I can move faster."

\*Some companies now have the tenet, "Lets fail faster" because everybody then learns quicker what works and what doesn't. In sales and marketing often its only after testing that the best course is clearer.

Confidence then works as follows:

\*You anticipate success because you have it in your recent past.

\*You anticipate success because you believe in what you are doing.

\*Performance boots confidence.

\* Confidence creates a future worth having.

\*Confidence and faith begin to merge, claiming that future boosts faith, confidence and future. I

\*t's the start of a virtuous circle, but it starts with action.

For more about confidence email [info@redshots.co.uk](mailto:info@redshots.co.uk) with "Confidence" in the subject line.

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*Coaching and mentoring for Entrepreneurs, Spouses and Entrepreneurial Couples*

"Beyond discussions of right and wrong there is a field, I'll meet you there." (Rumi)

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#### ABOUT ANTHONY WARREN

*Anthony and Desiree Warren are leading international business coaches for entrepreneurs, spouses and entrepreneurial couples. Their philosophy is to use the energy of a smoking hot marriage to generate success in all areas of life. For more information, go to <http://www.redshots.co.uk> and complete the sign up on the home page/landing page to get the free Guide to Your Best Year Ever 2019 which you can use with your spouse to create a successful 2019 before it's over.*