

*“Nobody can make you feel inferior without your consent.”*

*Eleanor Roosevelt*

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**Self-Confidence – It can make or break your success...**

Self-confidence – or the lack thereof - has a tremendous impact on our work environments.

Intuitively, we know that a lack of self confidence is a bad thing - and that having self confidence is a good thing; and yet, we rarely take the time to consciously build and support our own self-confidence or those around us. It's important to pause now and again and focus on the importance of self-confidence and what we can do to nurture it in ourselves and those we interact with each and every day.

According to Author Kevin Burns, a lack of self confidence among individuals and teams negatively impacts the quality of every delivery and/or process mechanism in the workplace.

Think about it... every intricate piece of the workplace puzzle is reliant on just one common denominator: people. It's people who deliver in every organization. It's people who make sales. It's people who develop marketing strategies. It's people who fix customer problems. It's people who lead organizations. It's people who implement safety programs. It's people who must communicate with other people on the job.

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*“It's not who you are that holds you back, it's who you think you're not.”*

*Author Unknown*

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With low self-confidence, these same people will have a fear of failure, fear of not meeting expectations, and fear of not being accepted and liked, preventing them from offering their best, and creating positive outcomes.

Yet a person with high self-confidence and low ego will excel to extraordinary levels. These are the folks we want leading our teams, working in our companies, living next door and watching our kids. They enjoy helping others to succeed. They communicate their expectations clearly and consistently. They offer positive feedback and ideas to increase individual and team success. They motivate those under their prevue to take action in order to accomplish more.

As an example, a lack of self-confidence among sales people leads to intimidation and feelings of rejection resulting in fewer sales. A self-confident sales associate, however, will generate more leads, more clients and more sales in the long run. By providing your sales staff with the tools they need to succeed, you'll build their abilities to make the sale and build their confidence as a by-product, which in turn will lead to more leads, clients and sales.

Another example is customer service. If fear of asking questions or asking for help is prevalent, the quality of the customer service is in jeopardy. However, a confident CSR will ask good questions, identify customer needs and concerns and subsequently increase customer loyalty and sales.

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*“Only as high as I reach can I grow,  
Only as far as I seek can I go,  
Only as deep as I look can I see,  
Only as much as I dream can I be.”*

*Karen Ravn*

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The confidence level of Managers, Supervisors and the C-Suite clan have a more comprehensive effect on an organization.

For example, if a tough issue with an employee is left unresolved, the staff interprets this as a new standard of behavior. Frustration and anger are typical byproducts. However, if the confident leader addresses the tough issue with clarity and a plan for future resolution, the employee is empowered to succeed and the message to the staff is supportive to the individual and to the group.



**Self confidence** – and not ego - is critical to every area of every organization. It's important to recognize low self-confidence and to work with the individuals and teams to improve it.

The key is action. Do something.

Meet, talk. Find out what's going right, and what's not going so right. Determine together what can be done to improve the situation and do it. Create a plan. Inspire momentum.

**C-Suite Reminders & The Mid Year Check-Up**

*Time to dust off your strategic plan? How about your business plan? How are they working for you?*

The halfway point of the year (yes, it really is the halfway point of 2010!) is a great time for a strategy and business review. So often, especially in tough economic times, business leaders become entrenched and focused on the day-to-day responsibilities of running the organization... and the vision, goals and strategic direction of the business can get put on a back burner.

Take time now to review your strategic plan – and your business plan – to make sure you're aligned with both as you continue your efforts to build your business. Remember – both plans are essential to your success and that of your business.

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*“All men can see these tactics whereby I conquer, but what none can see is the strategy out of which victory is evolved.”*

Sun Tzu

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Take a look at your strategy and it's overarching, comprehensive vision for your business – dust off those dreams, shake them up and bring them back to life.

Are your vision, mission, values, principals and goals still in alignment? Do they make sense TODAY and as drivers of your on-going success? Are you energized and excited by your strategy?

You should be – and if you are not – take another look at your big picture – where are you going and how are you going to get there?

To answer that question, take another look at your business plan. Is it complete? When was the last time you updated it? This is your operations plan and your road map that that lays out your daily, weekly and annual goals and should align seamlessly with your strategic plan.

Double check to be sure every department within the organization is also aligned with the strategic plan, and each has its own set of goals to support the overall strategic goals and objectives.

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*“Change is not a destination, just as hope is not a strategy.”*

Rudy Giuliani

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Work with your teams and leaders to be sure they are breaking down the vision into time-framed activities to take the staff closer to the mission.

And... be sure to let us know if we can be of help with the dusting off or the creation of your strategy and business planning... and in the meantime, here's wishing you the best of success!

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*Down to earth, hands-on, and driven by achieving results for our clients - ProLaureate partners with organizations to help crystallize their purpose and vision, define their immediate and long-term goals, and develop their most important asset – their people - to drive the achievement and success of the organization and the individual to extraordinary levels.*

*Our passion is helping people and organizations reach the highest levels of achievement and success, creating and building successful businesses and prosperous lives.*

*We invite you to visit our website, send us an email, or give us a call. We'd be delighted to learn more about your needs and challenges and discuss the details of how we may be able to help.*

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