

CONFIDENCE!



JAMES SKINNER
ROICE KRUEGER
MARK VICTOR HANSEN

Confidence!

The Road to Belief in Yourself

James Skinner, Roice Krueger, and Mark Victor Hansen

“Confidence!” gives you eight simple steps to help you gain an extraordinary level of confidence to accomplish anything you want in life.

Be sure to give this book to everyone you know who wants to live with more confidence!

www.youpublish.com

Confidence!

The Authors

JAMES SKINNER is the founder of two global financial groups that manage billions of dollars of assets. He is also recognized as one of the world's foremost business thinkers and appears regularly on Japanese television.

ROICE KRUEGER co-founded Franklin Covey, the world's largest training company, and has supervised consulting projects for 80 percent of the Fortune 500.

MARK VICTOR HANSEN is the co-creator of the *Chicken Soup for the Soul* empire and is the best-selling nonfiction author of all time. His goal is to make the planet work for all humanity!

NOTE: Ideas That Can Change Your Life™ is a collaboration of three of the world's most amazing authors, speakers, and thinkers. The first person "I" may refer to any of the authors.

To contact the authors for keynote and other speaking engagements:

www.youpublish.com

Confidence!

Believe in Yourself

We are going to talk about confidence. Confidence involves believing in yourself and having a positive and correct self-image. It is an internal picture of you that is visible on the outside.

Confidence comes from a correct self-image!

The confidence you project affects how the world will react to you. The effects of confidence result in greater confidence being built. It is a continuous upward cycle of success.

It is found at its greatest height, depth, and breadth in emotion.

When a young man in eighth grade attends a dance, he may be too nervous to go across the room to ask a girl to dance because he doesn't want to be rejected. His palms get sweaty because he doesn't know how to dance, and he is afraid of embarrassing himself.

Confidence!

However, if he overcomes his fear and confidently asks a girl to dance, he will set himself apart from the others whose fear prevented them from acting.

If you are confident and comfortable with yourself, even if you may not know how to do something, you have an edge in being able to work real magic.

What we want people to understand about confidence is that it is not something that comes from the outside.

Confidence is always something that comes from within.

So many people are waiting for some external force to validate them so they can feel good about themselves, but that is not where it can be found.

Confidence always comes from within.

We want to take you through eight simple steps that anyone can do to improve his or her confidence. These

Confidence!

steps don't have anything to do with the outside environment, so to speak. These tasks can help you gain an extraordinary level of confidence, which will also help you to accomplish anything you want in life.

Step 1: Stand Tall

Use your body to project confidence.

When your head is down and your chest is collapsed, you are not depicting confidence.

When you're looking depressed and you're acting nervously shy, you do not look confident.

Lift your chin up, have good posture, breathe deeply, make eye contact, and give people a firm handshake. This will actually make you feel more confident.

You can do this anytime and anywhere.

Portraying confidence in your physical appearance will, without question, help you feel more confident.

Confidence!

Confidence is an emotion. Emotions are generated in the body. So that is where you must start.

Confidence starts with confident use of the body.

This idea applies when you are talking on the telephone, as well.

We recommend that you do not sit at the telephone, whether or not you have a headset. Stand up and walk around a bit.

You need to act confidently in order to think confidently. Walk confidently and be confident.

When you are starting a project, imagine yourself as the master of that activity or topic. Imbue yourself with that person's confidence until you've got it as your own.

Physically reflect confidence. As you act out the physical characteristics of confidence, that same confidence will be projected in your voice. It will be

Confidence!

present in all of the ways you present yourself,
regardless of how you are interacting with others.

**Confident people are confident because they
use their body in confident ways!**

Step 2: Find Your Voice

Finding your voice involves the way you speak.

You need to speak in a confident manner. Use
words that exude confidence.

Replace timid words such as “if” with words that are
more definite, such as “when.”

Use a tone of voice that indicates certainty.

If you want to feel certain, sound certain.

These sounds will trigger in your brain a feeling of
confidence.

Confidence!

**Confident people are confident because they
speak in confident ways!**

Step 3: Build Your Strengths and Go Where They Are Valued

This is an extremely important concept. You need to build on your strengths. Once you have discovered your strengths, find a place where those strengths are recognized and valued.

Don't waste your life in an organization that doesn't understand or need what you have to offer.

Go to where your talents are values!

I am often asked, "What if your boss doesn't value you?" I tell them that either they can convince the employer that they have value or they can find a boss who does value them.

Make yourself indispensable to the organization by going the extra mile and by becoming the expert at your position. Your expertise will give you confidence in your

Confidence!

dealings with clients and vendors as well as within the company. As the expert, you will be able to talk with authority and get results. Your knowledge will give you courage to make decisions and defend them.

Confident people are confident because they go where their talents are values!

Step 4: Push Yourself

Push yourself to excel. Go beyond your idea of what is possible. If you lift weights, push yourself on from the 10th repetition to 11, then to 12, and then 13, and so on.

It is in those additional repetitions that the advancement and growth occur.

Do the things you didn't think were possible for you to do.

An example from my life that makes a good metaphor is when I started exercising. The first time I went running, completing a full marathon seemed like the most impossible task a person could undertake. I

Confidence!

decided to begin by running five kilometers. Once I became comfortable with that, I pushed myself to ten kilometers. After that I ran 20. I continued to push myself, and eventually I was able to complete a task I had previously thought to be impossible.

In each of the last three years I have run a full marathon along the coast in Honolulu.

I found that I didn't want to stop pushing myself. I wanted to accomplish another "impossible" task: I wanted to compete in an Ironman triathlon!

Last week I finished the Ironman 70.3 in Singapore!

Even just a few years ago this would have seemed like the most impossible goal imaginable.

Coming across the finish line filled me with an incredible depth and intensity of confidence to know that I can do and accomplish anything in my life, if I will just keep pushing myself a little bit farther each time.

Confidence!

As you are pushing yourself, remember that you are growing, developing, and expanding.

You gain confidence by looking back on your accomplishments and realizing you have the ability to achieve more.

When Edmund Hillary made his first attempt to climb to the peak of Mt. Everest, he was unable to reach the summit.

When he returned to base camp from his failed attempt, it is said that he looked up at the mountain and said, “You defeated me! But you won't defeat me again! Because you have grown all you can grow ... but I am still growing!”

You will never stop growing!

When you do something, you gain confidence that you can do it again. When you go beyond what you believe you can do, you gain confidence that you can overcome any perceived limits. When you surpass your

Confidence!

supposed limitations in a few areas of your life, you start realizing you can overcome self-imposed restrictions in all different areas of your life. That allows your self-confidence to grow and to build momentum, which helps you to grow and develop even more.

This is not about special people who are different; it's about you!

This is all about you!

When you accomplish something that has caused your confidence to grow, keep a reminder of your accomplishment.

Digital cameras are a great way to capture evidence of achievements.

I believe that you should carry a camera with you always and continually capture proof of your growth.

I didn't believe that I could climb 479 flights of stairs each day, five days in a row to reach Machu

Confidence!

Picchu. I had reached the top at San Jacinto; I had reached the summit at Mount Whitney. Machu Picchu seemed different.

I was frightened by the rain forest and by the idea of snakes and by all sorts of other unknown obstacles that would stand in my way.

Not only was I able to climb to Machu Picchu, I was able to do more. I have a picture of myself at the top of an even higher area called Wina Picchu, looking down on Machu Picchu.

I keep this picture on my desk and look at it to remind myself of my success. You need items like this to bolster your confidence.

Surround yourself with reminders of your past success!

The other thing you need to do is to have friends who see your potential and your abilities. They can see

Confidence!

the person you can become and will be able to help you push yourself onward.

I belong to a Mastermind Group that gets together every month to explain what it is we each desire. Every member of the group then desires that the other members will achieve what they are setting out to do.

It is a phenomenal process. Because you have other people who desire for you to achieve your goals and believe that what you want is actually possible, it is easier to keep striving and pushing yourself to succeed.

Confident people are confident because they push themselves!

Step 5: Specialize and Emphasize

Having an emphasis in your life, a specific area where you focus your efforts. Have at least one area where you become an expert.

Confidence!

This is a tremendously powerful way to build confidence. Anybody can become an expert if they will focus their attention and efforts on one area.

Become an expert by focusing on something!

Whether it is in music or sports or some other skill, you need to specialize in something.

This method is particularly helpful for parents with smaller children. If you allow the child to specialize in a single skill or task, the child is able to focus their energy and succeed at that activity. The success breeds confidence and the desire for more success.

Specialization has a tremendous economic value as well.

The economic value of anything is based largely on whether the item is common or unusual.

Economic value is created through focus on the uncommon!

Confidence!

When I was in high school, everyone around me studying a foreign language would choose to study German, French, or Spanish. I decided to study Japanese.

Within two weeks I was the best Japanese speaker in my high school because I was the only one studying the language.

That ability increased my confidence.

I want you to think about one area where you can specialize and emphasize in order to bring out your unique talents.

Emphasize where you are unique. I was a good speaker, and I wanted to become a great, inspiring speaker. I also wanted to become an author. I didn't want to be just any author, however. I wanted to be an amazing author. I decided that my goal would be to become the best-selling author of all time, and I was able to achieve that goal.

Confidence!

Confident people are confident because they specialize!

Step 6: Lift Others

Confidence is also developed through lifting people around you.

One thing I tell people who are just starting out in careers is you can't rise above your boss. If you put your boss down, what does that make you? It makes you dumb. That is the nicest word I could think of to answer that question.

You need to lift the people that are around you. If the people around you are all extraordinary, what does that make you? Extraordinary.

To lift yourself, lift your boss, your peers, and those who follow you.

It is a very simple notion. Start to lift the confidence of the people around you. Praise them and always speak

Confidence!

well of them and you'll find you gain tremendous confidence.

You may not be there yet, so let's discuss how you get there. Almost everyone today has heard of Julio and Enrique Iglesias.

Julio, who passed the bar to become a lawyer in Spain, had a tragic car accident and was in the hospital for three years. While he was in the hospital, a nurse gave him a guitar to distract him. He became quite good and started singing to all the nurses.

Pretty soon the nurses brought in other patients to listen. Somebody started bringing in magazines, and Julio would cut out pictures of singers.

He said that someday he was going to sing with Willie Nelson and with Dolly Parton and with Stevie Wonder.

He cut out pictures of each of these musicians and created a storyboard.

Confidence!

He lifted himself from the hospital in Spain to becoming a great singer.

He sings in eight different languages. He received the Diamond Record Award from the Guinness Book of World Records for selling more records in more languages than any other singer in musical history. He has 2,650 gold and platinum records and 77 albums.

The next two steps are absolutely critical to gaining confidence. Remember, confidence is a skill in life. It is a skill you need to practice. As you practice being confident, you will be more confident. This will help you in all areas of your life.

Confident people are confident because they lift others!

Step 7: Be True to Yourself

Confidence is a belief in self. It's very difficult to believe in yourself when you are behaving in ways that you don't believe in.

Confidence!

At your core are values that you hold dear. You need to align your thoughts and actions with those values everyday.

This is called having integrity.

When you have integrity, you gain confidence. To me, confidence and integrity are inseparable and synonymous.

**Confident people are confident because they
have integrity to their values!**

Step 8: Wildly Celebrate

Wildly, extraordinarily, and outrageously celebrate every success in your life.

The more you celebrate your achievements, the more you remember them; and the more you remember your successes, the more confidence you have.

Confidence!

You really need to celebrate your accomplishments. I find it interesting that people can be successful but not feel confident.

If you recognize your success, it builds your confidence and it reaffirms your worth. I truly believe that these **wild celebrations** will help you remember and build on the successes you have.

Think about people who require tremendous amounts of confidence to do their jobs.

Steve Young, a phenomenal quarterback, and I spoke together at a symposium some time ago. He said, in reference to his job, “Every night I go in the locker room, and we have these people on the defensive line who all weigh 300 pounds or more, and they talk about how they are going to obliterate and kill and destroy the opposing quarterback tonight. All the while, I know that in the opposing locker room there are another 11 guys just like them who are saying the same thing about me.”

Confidence!

How do you attain the confidence to go out there against eleven 300-pound men who want to obliterate you?

You gain that confidence by wildly celebrating every single touchdown you make.

**You gain the confidence to overcome adversity
by wildly celebrating every success!**

I was doing a couple of back-to-back seminars in Japan. Both were long seminars that went from nine in the morning until two or three the next morning. And that was just what we were doing with the participants.

The staff, of course, had to arrive earlier in the morning and stay later in the evening than anybody else.

Basically, nobody gets any sleep.

We had two days off before there was another seminar exactly like the one we had just finished.

Confidence!

My staff asked me if they were allowed to go home during the two-day break. I told them that they couldn't go home.

They were all quite shocked.

I told them that we were having staff training and a “staff stretch.”

They were all terrified by the idea of a staff stretch, because my idea of a stretch for my clients is to confiscate all their money, and tell them they've got to travel 500 km to meet me on top of a mountain that is currently snowed under in blizzard conditions.

I have even hired the special forces of the Russian Army to hijack a bus full of my clients just to stretch them and get them out of their comfort zone.

I make them do these types of activities because I want them to build confidence. I push them beyond what has ever been possible before.

Confidence!

If that's what I do to my clients, imagine what I do to my staff?

They didn't say anything, but I could tell they were not pleased about being required to stay.

The seminar came, and we finished the first event.

I told my staff that I wanted to meet later at 11 in the morning for staff training and a stretch. I let them know that it would be the most difficult activity they had ever experienced.

At 11 o'clock all of my staff met in the room. I gave them a list of items and told them that they had 30 minutes to gather the items on the list. All of the items were important for success in the task they were going to be assigned. If they were unable to find an item within the 30 minutes, they would have to do without it.

After the 30 minutes had passed, we got in vans and traveled all day to the mountains near Tokyo. It was beginning to get dark outside. They had knives and rope

Confidence!

but no idea what was going to happen. I continued to tell them that it would be the worst night of their lives.

We eventually arrived at Hakone, a beautiful resort with hot springs. My staff thought the resort might be our destination, but we drove wrote past.

I told them that we would soon arrive at our departure point. Nobody had the courage to speak. We turned left, passed a few trees, and pulled into a parking lot.

When the door of the van opened, a beautiful Japanese woman was standing there in a kimono. She bowed and said, “My name is Mayumi. I will be attending you during your stay.”

Everyone on my staff was in total shock.

They had no idea what was happening. My senior sales manager couldn’t say anything but “*What?*” for two hours.

Confidence!

I had arranged for my staff to spend the two days at the old summer home of the Imperial Family.

That is an example of wildly celebrating. It is something they will never forget.

As you wildly celebrate the success of each event you complete, of each product you deliver, of each time you exercise successfully, and each time you follow through on your commitment to wildly please somebody who is important to you, you will develop the confidence necessary to help you be successful in every area of your life.

Confidence is Yours Now

Total self-confidence is ensured by doing what is necessary to build it.

Go step-by-step until you have developed the confidence you need.

Stand tall, find your voice, and do that which seems impossible. If you follow these steps, you will build your

Confidence!

confidence, and you will believe that you can do anything that you desire.

With best wishes,

James Skinner, Roice Krueger, Mark Victor Hansen

For additional copies:

www.youpublish.com
