

# Women & Confidence! How to Get More of the Good Stuff!

Throughout my career as a coach, there is an ongoing theme when working with women – which comes back to a lack of confidence.



While there is a string of reasons why this is the case – most of which we are all familiar with;

- Conscious & Un-Conscious Bias
- Society & Cultural Norms
- Over Personalising Set Backs
- Personality Traits
- Personality Type
- Perfectionism
- Under estimating our abilities

- And so on.....

It is so great to read an article with some lovely practical suggestions to help build women's confidence in an entertaining fashion. The article by Julia Baird is titled ['Why you should carry yourself with the confidence of a mediocre white man'](#) and is one that all women lacking in confidence should read. It is well worth the time.

Julia Baird writes about knowing your values to help ground you (*something I am a strong advocate of for men & women to be aware of*). If you are not sure what yours are, you can do a complimentary values exercise on my blog, ['How To Define & Live Your Values'](#)

Having clarity of your core values forms part of the foundation of who you are and helps in building self-confidence. In the article there is a wonderful suggestion for when your confidence is lacking particularly when speaking or appearing somewhere:

- ***Ask yourself, who are you***
- ***Why you are there,***
- ***What you stand for. Then speak from that place.***

There are some great tools and resources about to assist in growing your self-confidence from Ted Talks such as that by **Amy Cuddy on 'Power Posing'**, through to **'The Confidence Code'** book by Claire Shipman & Katty Kay. In addition many coaches, counsellors and psychologists work with clients around building confidence.

***Contact me for information about coaching support to help build your confidence.***

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