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# Foreword

Confident Creatures, “Create Your Ideal Lifestyle By Realizing Your Full Potential Through Confidence” is an eBook which will give you an insight in to this very important attribute which has made men and women enter the books of history. The ideas of some of the well known authors of personal motivation books especially on the issue of self confidence will be considered.

In this eBook, all the principles and factors associated with confidence will be discussed. It has been proved that confident can help you realize your full potential in life. Persons and other living creatures which possess confidence in abundance are known as confident creatures.

This book will give you an exceptional understanding of confidence; what it is and how you can use it to bring a very great positive change in your life. It will help you over the worries of ‘can I manage? Am I the best? What will I do? What will happen?’ and such related questions.

This book will also give you an insight into another very dangerous attribute and character associated with confidence which is referred to as over confidence. Over confidence is very dangerous. It leads to the development of bullish ideas. Most dictators and hardcore criminals are over confident.

Over confidence is the opposite of low or lack of self confidence which is equally dangerous. With low self esteem, you will find it very hard to live and interact with others. You are also highly likely to fail

in your interviews. You cannot impress anyone if you lack self confidence. You can oppress anyone if you are over confident. You can oppress anyone of have the necessary confidence and you will impress many. It is a very good attribute and you will learn how to acquire it in this eBook.

After reading this book, you will understand better why you behave in a particular manner under detain circumstances either always, occasionally or at times. This eBook is like mirror which will reflect the inner you and what you can do to yourself and your dependants.

While most people are naturally born while self confident, most others lack it in one way or the other. If you are not so lucky to be born with self confidence, then you can get self confidence from articles like in this eBook and the inspirational stories you will get there.

The fear of what will happen and whether you will make it (because you think others are better) is the impediment to your way of becoming a confident creature; achieving what you want and being successful.

This book is written in very simple English and real life examples which you can even relate to your own life. You will enjoy reading it you will emerge more confident person by the time you are through with reading.

## ***Confident Creatures***

Create Your Ideal Lifestyle By Realizing Your Full Potential Through  
Confidence

# Chapter 1:

## *Confidence*

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### Synopsis

In this chapter you will learn about what is self confidence. You will also learn about what self confidence is.

- These two attributes are very vital in creating your ideal lifestyle by realizing your full potential.
- Are you confident about yourself? Your answer to this question explains how you live, whether you appreciate or disapprove yourself.



## **Definition of Confidence**

The word confidence has been defined variously by different writers, scholars, academicians and psychologists. It is a term which is generally understood to refer to FULL TRUST: it refers to the belief, consciousness and trust that a person, entity, authority or another thing is capable of succeeding in something. It also refers to the belief in yourself (self confidence).

Confidence is vital attribute which has made countries win wars; individuals win competitions and games, people do what seems impossible and it has also helped men and women make history. It is required by everyone be it at marriage, in school, at work, in positions of leadership and generally in your daily life.

### **What is self confidence?**

"Self-confidence gives you the freedom to make mistakes and cope with failure without feeling that your world has come to an end or that you are a worthless person." - Anon

Self confidence refers to the trust or confidence in self. It is the belief that you (or the person or entity you are acting for) will emerge victorious and successful in the task you want to undertake. With self confidence, you are able to meet most of the challenges in life. It will also help you do what people believe is impossible or difficult to do.

Take for example the time when the current president of the United States of America Mr. Barack Obama was launching his presidential campaign before the 2008 US elections. Most people wished him

away publicly and openly stated that he had little or no prospects of succeeding in his quest for US presidency.

These people said so while basing their opinion on the past racial hatred in the US. They never took in to consideration that the people can consider nation interests like economic growth and better foreign policy when choosing a president.

Mr. Obama adopted his Yes We Can campaign and he finally did it setting history as the first black African American president. One of the factors which can be attributed to his success is self confidence. Had he become so much concerned and worried on the aftermath or the probability of losing he will have encountered a very great challenge than it was or even he would have lost.

Self-confidence is the key to unlock the door for successes in life. In the past, political commentators in the US also believed that he would not be reelected because his (Obama) administration failed to achieve what it had promised in the campaigns.

This position changed when the US soldiers killed one of the most wanted terrorists Osama Bin Laden. This earned his presidency and administration points. As matters stand, there are high chances of being re-elected in 2012.

This eBook is not about politics (or US politics) but the Obama case is just a real life example of what self confidence can do to people's lives and inspire the lives of many others. The well renowned public speakers, role models and successful people have one character which most people lack and it is none other than self confidence.



Most people lack self confidence and this causes them to miss many opportunities. You have to interact, talk and communicate with people if you are to progress.

You have to know how to talk to the public. All well known and respected public speakers have self confidence. Self confidence at the work place will make you discharge your daily duties and obligations confidently while you are sure that everything is going on well as required.



# **Chapter 2:**

## ***Building Self Confidence***

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### **Synopsis**

In chapter one, we have learnt what confidence is and how. In this chapter you will learn

- How to build self confidence quickly
- How to be dedicated.
- How to build a link to success and creating your ideal life style.

Self confidence can be built; you can train yourself. Like any other building activity, you have to mix several things so as to build self confidence.

If you build enough self confidence, you will have built a link to success and creating your ideal life style. Confidence is the pathway to success it will make you achieve what you want. It will make you a real model which inspires most people.

## **Building Self-Confidence**

Though some people are naturally born with self confidence, most of them learn or acquire it as they grow. There is nothing which is as good as having self confidence.

Confidence is everything because you will proud of who you are, what you do and what you say. People will also trust and have faith in you if you. As stated earlier the well renowned speakers have one character which most people lack and it is none other than self confidence.

If you have self confidence you can convince. If you lack this attribute you will find it very hard or impossible to take leadership roles. The most successful men and women build self confidence in themselves and in whatever they do. Self confidence will also help you overcome challenges in life.

It will help you make decisions quickly and a put off any doubts which you may have on the probability of success or failure of the thing you want to undertake. Check the following diagrammatic illustration about self confidence and doubt you will take long time to decide or be totally indecisive if you have low or no self confidence.

Research has shown that most people are reluctant to back or approve something which was proposed by someone who at the time of leadership or proposal was fumbling, apologetic and nervous.

You will persuade most people if you hold you head high, answer questions directly and with confidence and when you openly admit when you do not know something. If you are self confident you will inspire many others including your seniors, equals, audience, friends,

peers and even customers. Gaining the confidence of others is always termed as success and you should aim at doing so all the time. As stated earlier, self confidence can be learnt or acquired if you are not naturally born with it.

Your level of confidence can be seen in various ways including what you say, how you talk, body language and behavior among others. It will help you rejuvenate during the low moments and events in life.

You can help build self confidence in the young kids. You have to teach them to overcome shyness and approach life with confidence. Lack of confidence in a child will be reflected in poor performance and slow learning.

Children who are not self confident do not have the courage to ask questions from their teachers. They also lack confidence in whatever they do or say while at school or in class.

Participation in physical and other extra-curricular activities will give your child the capability of talking before the fellow students and also before teachers. Some kids are so shy such that they cannot even explain themselves clearly to their parents and this is wrong.

Children like the ones in this photo should be taught and trained on how to become self-confident. This will lay a very strong foundation of the need to succeed in their lives.

# Chapter 3:

## *Components of Self Confidence*

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### Synopsis

In chapter 2, you have learnt about building self confidence. In this chapter you will learn about:

- What makes up the confidence?
- How to acquire attributes especially self esteem and self confidence
- How to create your ideal lifestyle by realizing your full potential through confidence

The term Building in construction means joining or putting up different elements so as to come up with a concrete structure.

The building of confidence is not much different; you have to acquire attributes especially self esteem and self confidence so as to create your ideal lifestyle by realizing your full potential through confidence



## **The Components of self confidence**

In Self-confidence does not happen; some other factors must be present so that it can develop. It is a component of several other attributes. You must have vision and goals so as to be self confident.

You also need to have positive self esteem and self efficacy. You need to possess several attributes in order to trust yourself. If you were not born naturally self confident as is the case with most people, then you will be required to work so as to achieve this vital attribute.

There are two main components of self-confidence namely self esteem and self-efficacy.

These two factors (self esteem and self efficacy) are very important in the life of an individual. They will be discussed briefly and shallowly here because self efficacy will be covered and discussed in details in chapter 4 while self esteem will be discussed in depth and in details in chapter 5.

Self efficacy is the belief that you are up to certain task or challenge. It is the belief that you are not disadvantaged; that you are proud of who you are and what you can do.

It is the capacity to motivate yourself when you fail. Self esteem on the other hand is the belief that you are a person who is worth and

that you are capable of doing something positive. If you lack either self efficacy or self esteem you cannot create your ideal lifestyle by realizing your full potential through confidence.

If you lack both self esteem and self efficacy it will be worse because you will have a feeling that you are worthless; unimportant and that you are inferior to others.

Life will not make sense and this is a dangerous because you may have suicidal thoughts, stress, depression, anxiety or even go insane!

Self confidence which is the product of mainly self efficacy and self esteem will give you peace of mind even if you do not have material wealth. If you are a leader, self confidence will give you the power to lead but not to rule or oppress.

If you are a servant, it will give you the power to serve and please your master. It will give you the capability to lead your life and live without hassle, tension or stress.



# Chapter 4:

## *Self Efficacy*

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### Synopsis

Self efficacy is one of the main factors which you must possess in order to create your ideal lifestyle by realizing your full potential through confidence.

It is very vital in building confidence in oneself and being capable of meeting challenges. In this chapter you will learn:

- What self efficacy is
- How you can acquire self efficacy through:
  - Cognitive processes
  - Motivational processes
  - Affective processes
  - Selection processes





## **Self Efficacy**

Self efficacy refers to the belief that one is capable of producing certain performance levels which exercise influence over those events which affect their lives.

Beliefs about self efficacy determine how one feels, thinks, is motivated and generally how one behaves. Those beliefs produce various effects via four main processes namely:

1. Cognitive processes
2. Motivational processes
3. Affective processes
4. Selection processes

High sense of self efficacy will enhance human accomplishments and individual well being in various ways. Persons with high assurance in what they can do or deliver are capable of approaching complex issues and other tasks as an opportunity to master and acquire experience.

Those with low self efficacy will find ways of avoiding difficult stations in life. People with self efficacy are therefore better placed on top and hold senior management and leadership roles because they are pragmatic and they take every challenge as an alarming opportunity.

Approaching an issue efficaciously (as an opportunity to acquire experience but not as misfortune or challenge) will foster deep engrossment and intrinsic interest in participating in various activities.

## **Characteristics of people with high self efficacy**

People with high self efficacy

- Set challenging goals and they remain committed to attain or surpass those goals.
- Have self confidence in whatever they do
- Sustain and heighten their efforts if they fail
- Quickly and easily recover their self efficacy after failing totally or failing to meet target
- Attribute failure to lack of knowledge to solving that particular problem or lack of proper support to solve the problem
- Approach difficult situations with an open mind and belief that they will win

Self efficacy beliefs and practices in an individual will:

- Produce personal accomplishments
- Reduce the probability of attack by depression
- Reduce tension and stress

## **Characteristics of people with low self efficacy**

- Avoid difficult or challenging tasks. They view them as threats to their success or existence
- Have little or no self confidence in whatever they do
- Have very low separations
- Believe they are subservient or inferior

- Show little or no commitment to their goals. Others do not have even goals! They undertake what comes before them in the hope that it will succeed.
- They give up quickly when faced by challenging tasks
- They recover their low self efficacy slowly if whatever they were undertaking fails to succeed.

Low self efficacy will lead to

- Successive failures of whatever one engages in
- Belief that one is failure
- Loss of hope in life
- Stress and depression
- Inferiority complex feeling

## **The Sources of Self-Efficacy**

The belief by an individual can be developed through four major sources of influence. The best way of creating high sense of efficacy is through experience.

### *i. Mastery Experience*

If you engage in challenging tasks and you succeed, this will give you self efficacy and self confidence that you can meet and overcome most of the challenging tasks. Failures will do the other way round; if you successive fail. You will most likely harbor the belief that you cannot succeed.

Failure at instances or circumstances in which you had put much emphasis on succeeding only will hurt you most. In all cases, you

should never lose hope or despair. In fact the best time to act is when things do not bring out comes as expected as desired. You should act and put much effort because most people are likely to give up at this point. If you act further you will be glorified and praised.

***People are respected for doing or achieving that which most people want to but they cannot.***

*ii. Vicarious Experience*

Vicarious experience is mainly provided by the social models. You are inspired to achieve because so and so has done that. You must harbor the belief that you can also do it (or do better) if another person has done it.

You should also not abstain or fear doing something especially if it is beneficial to your because someone else has done it and failed. What you should keep in mind is that everything can fail or succeed. You should therefore prepare for the worst and hope for the best. Most people achieve because they were inspired to do that thing by a person they consider an icon and an example to follow or imitate in their life.

The influence by models provides the platform or standard in which people with self efficacy and the urge to achieve or deliver judge themselves to check their progress. The person who inspires you should possess most of the attributes which you believe in and treasure most. Because of their courage and confidence, most models teach their observers effective skills and knowledge on the strategies for achieving what they want.

Michael Jackson (pictured above) is taken by many as their role model because of his unique singing and dancing style. He continues to inspire many even though is not alive.

### *iii. Social Persuasion*

People who are verbally persuaded by their colleagues and various other people tend to build self confidence and live that they have what it needed to succeed. This is one of the things which parents can do to install confidence in their kids. Parents should encourage their kids by telling them that they can emerge the best. If you physically encourage your kids by telling than you see very good qualities of them becoming leaders they will be encouraged to work hard and improve their performance.

The reverse happens when one is admonished or constantly criticized. If you are criticized you feel wronged and you have the perception that others are better than you. You can also motivate your friend, spouse, parent, workmate, boss, juniors and generally any other person. Social persuasion will encourage you because it will give you the belief that people trust in you. Social persuasion is therefore a very important aspect or toll of developing high self efficacy.

Negative social persuasion can easily undermine self efficacy than the rate at which positive persuasion can build it. A statement to the effect that” you are very weak professionally ”, “your performance is below average”, “we are greatly disappointed by your actions (or service)” and related words of discouragement act faster to discredit a

person than encouragement words like “ you are very strong professionally”, “your performance is above average”, “ we are greatly satisfied by your actions ( or services)” etc.

You should however be cautious to instill so much confidence and persuasion to a person when he or she does not deserve it. Unrealistic boost of efficacy can be negatively impacted and greatly injured by disappointing results. The issue in this case is tricky. People who are not encouraged or who are openly told that they cannot meet particular challenge will approach the issue or task with a feeling that they will lose.

### ***Who are the successful efficacy builders?***

People who build the efficacy of others as required do not just convey the positive attributes or appraisals to others. They in addition to encouraging also:-

1. Structure particular situations for those whom they encourage in ways which bring success
2. Prematurely place persons in situations in which they can fail anytime
3. Measure how much they succeed in terms of how they improve their character instead of triumphs over others.

### ***How reliable is social persuasion?***

Some people may unreasonably encourage or discourage you. This will give you the wrong impression of who you are. Social persuasion by an individual may be objective or subjective depending on several factors like:-

- **Relation:** Most people will be tempted only to make the positive comments which are aimed at encouraging the persons whom they are related by blood or they are related by work, education, etc.
- **Religion:** Some people may make subjective comments about people who profess other faiths from his or hers. Others may just like or favor any person whom they possess the same or close faith or religious beliefs.
- **Race:** Some people hate others because of their race. They are likely to favor persons of their race and hate those from different race.
- **Gender:** Depending on the views in which one has against or in support of his female or male gender, he or she may favor or be against persons of particular gender.
- **Political views:** Some people may love or hate others because of differences of sharing similar apolitical views and opinions.
- **Emotions:** A person can make a subjective or objective statement about the personality or actions of an individual based on the prevailing emotions.

Social persuasion is therefore influenced and determined by several factors; it can be objective or subjective.

### **Efficacy-Activated Processes**

There are four main psychological processes by which self-efficacy beliefs affecting the behavior of human beings.

### *The Cognitive Processes*

There are various forms in which the beliefs of self efficacy on cognitive processes may take. The way humans behave; their purposes and beliefs are in most cases regulated by their goals. People set goals based on their capabilities of self appraisal. People who have string self efficacy perception set higher challenging goals and they are more committed to achieve those goals and missions. A course of action begins with an idea or thought. The individual's belief on his or her efficacy shapes their anticipation to achieve.

People who have high degrees of self efficacy visualize these scenarios which provide them with positive guides and which support of performance. On the other hand, those who have doubts on their efficacy see only their failures and see only the negative side of life. They fear undertaking activities which are challenging or which fall squarely in their mandate because they fear that they will not succeed. It is very difficult to make decisions or choices when you doubt yourself or your capability.

You should make maximum use of mind and reason. You are created with the capability of thinking in order to meet the challenges of life. You should therefore predict events with reasonable certainty and develop ways of countering the situations which may happen in the future. The skills of approaching future events and risk require superb cognitive processing of all the information which contains uncertainties and ambiguities about the future.



You need to do the following in order to learn the regulative and predictive rules:-

- Rely on your knowledge, wisdom and experience to weigh and construct options
- Weigh and then integrate the predictive factors where that is possible
- Test and revise your judgments against the immediate as well as distal results of your own actions
- Remember those factors which you have previously tested and how well or bad they worked

You need to develop high efficacy if you want to remain oriented to tasks in circumstances in which you can succeed or fail. In practice, most people have doubts whether they will succeed in the event of serious challenging tasks. If you have low self efficacy, you will give up even before you undertake the challenge or after making very few advances of addressing the challenge. If you have high self efficacy and self confidence, you will set higher goals and then put your brain to work and look for solutions to the problems before hand.

### ***Motivational Processes***

Your individual beliefs are directly related to how you are motivated. Human motivation is mainly generated cognitively. People motivate themselves and then put that motivation to practice and work. They form the belief that they can make or achieve it. They predict all the likely events in the future and then prepare for anything; good or bad. Motivated people set goals and then look for the ways of achieving those goals within a certain period of time.

### **Forms of cognitive motivators**

There are three major forms of cognitive motivators in which different theories have been based on.

The cognitive motivators are:

- Cognized goals,
- Outcome expectancies and
- Causal attributions

The cognitive motivator theories are:

- Attribution theory
- Expectancy-value theory
- Goal theory

### ***The Attribution Theory***

In this theory; beliefs about self efficacy in all the above cognitive motivation types influence the causal contributions; people who have confidence and high degrees of self efficacy attribute the reason of their failure to lack of or inadequate support. Those with low confidence and low self efficacy attribute the reason of their failure to their low ability. These causal contributions affect the motivation of an individual, the performance and other reactions especially through the self efficacy beliefs.

### ***The Expectancy-Value Theory***

In this theory; motivation of an individual is regulated by the expectation that a particular undertaking will have certain outcome.

People act on the belief about their ability to do or not to do something. People will also act based on what they predict or expect are the consequences of their actions. Most people abandon or engage unwillingly in activities in which they are not certain or sure of the outcome. In this theory, most people want to assess the likely outcomes of whatever they want to do.

## **Goal Theory**

This theory operates on the principle that the capacity and capability of exercising self influence from goal challenges and the evaluative reactions to one's achievements provide a great cognitive mechanism for motivation. Challenging goals provide a very important platform of enhancing and sustaining motivation. In practice, goals operate through processes which are self influenced instead of regulating motivation and acting directly.

Motivation which originates from the setting of goals involves the process of comparison.

You can make self satisfaction dependent upon adoption of matching goals. In this case people will give direction of their behavior and then create those incentives which can withstand their efforts till they attain their goals. The theory also espouses that people seek self-satisfaction after fulfilling goals which are valued. This prompts them to intensify their efforts through discontent with performances which are substandard.

Motivation which is based on goals or the individual standards is principally governed by three major self influences namely:-

- The perceived self-efficacy for attaining goals
- Self-dissatisfying and self-satisfying reactions because of individual performance
- Readjusting of the personal goals depending on the progress by an individual

The beliefs about self efficacy contribute to the motivation of an individual in various ways:

1. Determining those goals which people set for themselves or for others
2. How much effort the people will expend towards attainment of goals
3. How long an individual will persevere difficulties
4. The individual resilience after failure

When there are many challenges and obstacles, people who doubt their capability will give up easily. Those with strong believe that they can perform will exert much and more effort. They will take challenging activity as an opportunity of learning. Strong perseverance will ensure that you achieve what you want faster.

### *Affective Processes*

The individual belief that one can cope with capabilities affects the levels of stress and depression which that individual experiences in situations which are difficult or threatening. It also affects their motivation. The self efficacy which is perceived control over the factors which cause stress plays a very important role in arousal of

anxiety. The people who believe that they do not have control over the factors which threaten them are not anxious because they are confident they are among the best and whatever they cannot do is not easy to be done by others.

The people who believe that they cannot meet and overcome threats:-

- Have a lot of anxiety over what is the outcome of whatever they are facing for likely to face.
- Mostly focus on their weaknesses and believe they are inferior and disadvantaged.
- Approach many aspects of life with fear
- Mostly magnify the severity of the likely threats and are worried about what will happen.
- Because of the inefficacious thoughts and beliefs, they are stressed and their levels of functioning are impaired

Self efficacy and self confidence are very important in regulating the arousal of anxiety and behavior as well. People with self efficacy do not fear undertaking challenging and threatening activities.

### *Selection Processes*

The personal efficacy beliefs can shape the course of lives the people take through influencing the environments and activities which people choose.

The environment in which one lives in or interacts with can shape his or her behavior or beliefs. People will naturally tend to avoid those activities which they believe that they cannot cope with. People will

therefore undertake activities which are challenging and tend to select those situations which they believe they can handle.

Through the choices people make, they will cultivate several and different competencies, social interests and networks which determine the course of life. Any factor which has influence on behavior can fundamentally affect the direction which the personal development takes. This is so because those social influences which operate in selected environments keep on promoting certain interests, competencies and values for very long time after the factor which determines of influences personal efficacy has rendered its effect of inaugurating.

The choice of career and development of the same a good example of where beliefs self efficacy directly affect the life path courses through processes which are related to choices.

Those people which perceive themselves to have higher self efficacy will have a wider range of options for career which they consider seriously. They are also more interested in career choice and development and they will therefore prepare them for that purpose by studying hard. The nature of work which a person does is very important factor which influences how person lives and it also provides them with a good source of personal growth and development.

# Chapter 5:

## *Self Esteem*

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### Synopsis

In chapter 4 you have learnt about what self efficacy is. At this point you at least know how you can create your ideal lifestyle by realizing your full potential through confidence.

What you have read so far is not all what is required, you also need to have self esteem to achieve what you want and realize your dreams. In this chapter you will learn

- what self esteem is
- how to acquire self esteem
- how you can use it to realize your dreams



## **Self Esteem**

Self esteem refers to personal reflection; it is an appraisal or disapproval of yourself. The way you evaluate yourself will determine the levels of confidence which you have. Self esteem is composed of beliefs like “I am competent in...”, “I know that I cannot...”, “I know that that.....is better than me in...”, “I am worthy.....” etc.

There are people who know for good that they are better than others in all or some aspects. Others know that they can never do anything better than some other people in all or some aspects. It also refers to emotions like shame, despair, triumph or pride etc. it can also refer to positive beliefs about oneself like I believe I am good footballer, I feel about 1, 2, 3..... It may also refer to the negative beliefs about oneself for example: I believe I am dishonest..., I am provocative..; I do not know how to relate with people etc.

The capacity of developing self confidence and respect for oneself and for others is inherent in every human being. It is based on the capability of thinking which is inherent in every human being. Psychologists advise that you should try whatever you can within your capacity to develop happiness when you are live. We have only one chance to live in this earth. The natural human being should therefore have high esteem. For various reasons, most people have low self esteem and they never seem to do anything to increase it.

Negative self talk or mockery by peers and other people whom you interact with can lower your self esteem. Even when you esteem to be followed by endless problems and failure, psychologists advise that you should still be happy because there are very many other factors which are worth making you happy.



## **Positive self-esteem**

Positive self esteem will give you the opportunity to relax.

### *Characteristics of persons with positive self esteem*

- Believe in certain principles and values
- Can defend themselves when they are opposed
- They feel secure to modify them as they gain experience of life
- They act to conform with what they feel is the best choice for them
- Trust their own judgments
- They do not feel guilty or offended when their opinions or suggestions are rejected
- They do not spend much time worrying about past events or happenings
- They are not much worried for the future but they are prepared for whatever may happen
- They plan for the future and learn from their past and from the lives of others
- Have confidence in their capability of solving problems
- Ask help from others when they believe that the matter is difficult or complex for them
- They believe they are equal; they do not feel superior or inferior to others
- They do not pride themselves as the best and they do not admonish others
- They are independent minded; they are not greatly influenced by others
- They are ready to work with others

- They can participate in any activity at any position; management, subordinate, supervisee, supervisor etc.
- They control their emotions etc

### *The Importance of Positive Self Esteem*

Positive self esteem:-

- Gives one the confidence, optimism and benevolence and they can easily reach their goals of life
- Makes one more ambitious to achieve
- Brings happiness
- Brings understanding of oneself
- Gives one capacity to interact with others
- Gives an individual the capability of respecting others
- Brings creativity and increases productivity at the work place
- Puts off stress and depression

### **Negative (Low) self-esteem**

Negative or low self esteem is the opposite of positive self esteem.

### *Characteristics of persons with Low Self Esteem*

- Self criticism
- Dissatisfaction of oneself
- Overreaction to criticism; they feel angry when corrected, challenged or opposed
- They are indecisive

- Avoid opposing something which they feel is wrong
- They feel guilty about their character
- Feel irritated when you differ with them
- Are in most cases stressed and depressed
- Are defensive and argumentative
- They do not enjoy life
- Belief that they are inferior and that some other people are better than them

Self esteem will give you the sense that you are able to cope with any challenge that may come by. This will give you confidence and you will now worry on what is likely to happen or not to happen next.

This attribute will make you feel that what you are doing is right and will be approved by anyone. It also gives one the capability to judge correctly and predict the likely consequences of actions or omissions.

It is important to note that self-confidence does not mean over confidence. People who are over-confident trust and believe that whatever they do is the best is the best and they do not accept corrections. This is wrong because you should always accept the comments from others and what they advice you.

# Chapter 6:

## *The Journey To Success*

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### Synopsis

In chapters 4 and 5, you have learnt about what is required to create your ideal lifestyle by realizing your full potential through confidence mainly self esteem and self efficacy.

If you lack the attribute of self confidence and you want to build it you should be dedicated. It will not take days or even months. It will take some time because you have to learn how to accept and appreciate yourself. This is the journey to success and it is not easy.

In this chapter you will learn:

- How to prepare your journey
- How to Preview your achievements
- How to Focus on your strengths
- How to Build the required knowledge for success
- Accelerate Towards Success

## **Prepare Your Journey**

You must determine where you are and where you want to go. You should set your mind right and prepare yourself for the task. Building self confidence may require changing your lifestyle and interaction with others. If you interact with people who are self confident you will also acquire self confidence.

To prepare the journey you need to do the following

*Preview your achievements:* think about how your life is at the moment and what you have so far gained. Unless you make an assessment of what you have so far you may live in constant worry and anxiety.

It is good you appreciate what you have so far done or achieved even if it is little. Everyone must have achieved or done something at some point in life. This is what you should be proud of even your colleagues and friends are ahead. You can jot down the achievements you have made and be reading them whenever you face any challenges.

*Focus on your strengths:* Every person has weaknesses and strengths. If you want to build self confidence, you should focus on perfecting your strengths and improving wherever you are weak. Link your strengths to whatever you want to achieve or do. With the courage and appreciation of what you have achieved you will overcome any challenge very easily.

*Think and focus on what is most important to you and where you are going:* it is important to think and appreciate what is most

important to you and that which you want to achieve in your life. To build self confidence, you must set goals which you should achieve or meet within certain periods of time. You should set those goals which require working and straining to be achieved. Do not set goals which are very simple. The goals should:-

- Exploit your potential strengths
- Minimize the weaknesses
- Help you realize all your opportunities
- Be able of controlling the threats which you face

*Begin managing your mind:* This includes thinking before you talk or act. It involves managing your emotions, opinions and views on something. This will ensure that you relate with all people well including the ones you differ with in various aspects.

*Commit yourself to success:* To achieve anything, you must be committed. You should ensure that you dedicate your time, mind and resources to build self confidence. As you commit yourself to success you should aim at achieving balanced Self-Confidence self confidence lies in the mind of low self-confidence and over-confidence. Both low and over confidence are not good and you should avoid them. Low self confidence will put in a state whereby you do not believe or trust whatever you do.

Over confidence will put you in a state where by you over trust whatever you do. Over confident people do not accept corrections or the contributions by others. Self confidence gives you confidence in whatever you do and enables you accept reasonable criticism and contributions by others. Over confident people do not assess the risks and vacancies of success and failure because they believe they can

handle any challenge and this is not always the case because anything can fail or succeed.

## **Setting Out**

This is the second great step of building self confidence. It is the point where you start advancing towards your set goals. You should start by doing and achieving the easy goals the little and simple things. You should learn to appreciate the simple things you do. In setting out you should do the following:-

*Build the required knowledge for success:* Look at the goals and set out clearly the skills you need to apply or what you need to do in order to achieve those goals. You should also think on whether you can get those skills. You should think of feasible ideas of doing whatever you want to do. This may involve reading or consulting relevant articles and books on the issue.

*Focus on the most important things:* When starting, do not aim at doing or undertaking complex and challenging tasks. Do not also aim to do something perfect. Aim at accomplishing the simple things first. This requires patience; do not be too anxious of achieving.

*Set easy goals and achieve them:* Do whatever possible to achieve the simple goals you have set out. If you set out complex goals you will most likely get disappointed at the early stages because you will strain to achieve them. You may also fail to achieve anything. Achieving the easy goals and accomplishing the simple take will give you psyche and encouragement to perform better.

*Constantly manage your mind:* You should always celebrate and appreciate whatever you achieve and encourage yourself to perform

better. You may apply the treasure mapping technique so as to make the visualization better and stronger.

*Learn how to handle and cope with failure:* Sometimes we may not achieve our goals or that which we desire. Some of the most successful; venture took after repeated failures. If you fail or you do not achieve your target, do not give up or get disappointed so much. You should practice the habit of taking mistakes as learning experiences and not as impediments of mishaps to success. You should learn to merge stronger after every challenge failure give people the capacity and knowhow of solving facing future problems and challenges.

### **Accelerate Towards Success**

This is the third step towards building self confidence. At this point you must work, strain nada stretch yourself to achieve. You should make the goals a little bit tough to achieve.

You are likely to meet serious challenges which are difficult to handle. You should be more committed and apply more skills in order to move towards success. You need to do the following in order to accelerate towards success:-

At this point do not make the common mistake made by most people of being over confident. Do not show your prowess or superiority. Goal setting is the best tool to achieving self confidence very easily and within the required time frame.



# Chapter 7:

## *How To Build A Strong Image*

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### Synopsis

After acquiring positive self esteem and high efficacy and then building self confidence, you need to build a strong image so create your ideal lifestyle by realizing your full potential through confidence.

In this final chapter of this eBook, you will learn about:

- How to build a strong image. If you build strong image you will now be a role model which inspires many people. Most people will admire you and you will earn respect.
- How to be successful: the secrets of success
- That Over Confidence is dangerous
- That Goals are a source and avenue of self confidence
- How to unlock your potential



## **How to build a strong self image**

Most people without self evidence do not have the skills or techniques of building a strong and healthy self image. Self image helps you achieve what you want. If you lack it, you will not be able to achieve the desired goals.

You will also not be able to play the game of life well because it follows strict rules most of which you acquire through experience and not being taught anywhere in class. The following are the major strategies in which you can build self confidence.

**Take full responsibility for your life:** Taking full responsibility of your life does not mean accepting responsibility for mistakes without fault. Taking responsibility mean that you accept the good and bad things associated with you. It means being product of your personality or anything you are associated with.

**Make the right choices:** The way you make your choice determines whether you will achieve the set goals or not. Take for example if you want to lose weight. What you day every day and ever minute will determine whether you will lose or gain weight. You should exercise, take the recommended meals and avoid those which lead to increase in weight. The choice of what you do every day will determine your destiny.

**Move past the comfort zones:** To get something good and desirable you must work hard and there is no exception to this rule. You reap the fruits of whatever you have planted. If you want to live comfortably and relax then it will take you longer to achieve your dreams. If you work past the zones of comfort and engage in

strenuous activities then you will without doubt realize that which you want.

Prepare for the success: If you do not prepare for the way to react, live or behave you will be full of anxiety when you achieve whatever you want. After you become self confident, control and manage it to ensure that you do not become over confident.

### **How to be successful: the secrets of success**

In the world of today, you have to be ambitious so as to get ahead faster. If you are successful, most people will like to follow your footsteps. Nobody would like to be associated with failed people or those who cannot bring forward any positive change. Everyone wants to be successful but is there a formula or secret for success?

Different people propose different formulas for success but all can be summarized in to:-

- Write down the goals of that which you want to do or undertake: You need to outline the pitfalls which lie on the way towards achieving your goal and how you should go about them. There will always be a gap between where you are and the goal. You are the one to lay the bridge to achieving that goal that bridge is self confidence, positive self esteem and high self efficacy.
- Lay down the plans of achieving them: As stated above, you are likely to encounter some challenges as you move towards attaining your goal. One way of succeeding life is preparing for the future. You should therefore write down what you should do in order to attain your goals.

- Work on those plans daily: After you are through with the above three steps, now you have to put your brain and body to work. You will at times be required to go against the wills of your body. You may even be required to change your lifestyle. All successful men and women are hard working. You have to work to get the good things; the bad things will just come. Hard work, dedication and determination pays. It is what brings difference in people's lives. Work hard till you achieve you achieve what you want.

This three point action plan has brought positive change to the lives of many people it will also bring change to yours. Always remember that your time on anything including living on the earth is limited. **YOU MUST HAVE GOALS**; you must be doing something (including thinking) all the time to achieve something.

### **Success and Slow start: the relationship**

The reason why most people fail is that they want to begin at the high point. You must begin somewhere and then progress to the next higher step till you reach the highest. Some of the largest and most profitable companies began as a small shop or business. What you need is vision and goals. Some of the most successful people are not those who are the sharpest and most clever. How you think and behave has an impact on whatever you will be successful.

If you want to be successful, be ready to begin from low and then go upwards without sliding backwards. To move forward you must have confidence in that which you do. After graduating from your high school, what do you want to do or where do you want to go? An example of also start up to success will be for example:-

1. You are employed as dishwasher in a hotel after graduating from high school; you progress
2. You begin washing cars; you progress
3. You begin washing floors, carpets, etc under janitorial service; you progress
4. You are employed as casual laborer in factories and saw mills: you progress
5. You get a commission sales job (moving from door to door and office to office) you progress
6. You take out piece of paper and write down the goals and the ways of achieving the. You aim at making \$ 1,000 per month from the sales job
7. The company (your employer) a company has a mid level vacancy for a person to supervise its sales. You apply, you are shortlisted and then called for interview. One of the questions at the interview is, 'What are your goals'?

You pick out the paper you have written down your goals and give it to the interviewers and tell them... "These are my goals, if you give me this job, I'll give you 1, 2, 3..." You are asked, "How much do you expect us to pay you"? You tell them ..... "In my list of goals, I wanted to make \$1,000 per month with my commission sales job. I'll be grateful if you offer me the same (\$1,000 per month). It will give me the opportunity to lay further goals for the success of this company". You impress the interviewers and you get the job.

The above case is an exposition and an example of how some people triumphed from poverty to success. Never despair or believe that all is lost. For a person with vision and goals, it is never too late. This does not mean that you should not act early and in time. You should be vigilant to make use of any chance or opportunity which may arise.

The world presents everyone with an opportunity to succeed at some point in life if you utilize that chance, your life will change and it will never be the same again.

Do not assume that what you are doing now or that the state you are in at the moment is permanent. This world keeps on changing. Today you are of good health, tomorrow you are sick; today you are poor, tomorrow you are rich; today you are employed, tomorrow you use your job. Do not take tomorrow to mean the following day. It could mean next year, next decade or several years to come. The world is very certain.

You need to prepare for the worst and hope for the best. Do not always assume that everything will go on planned or as expected. You need to prepare for the worst and hope for the best. As stated earlier, you need to prepare for the success as well as failure.

The concept of ‘unknown tomorrow’ in life is what makes people to work hard and lay down strategies for anything which may happen. This is the reason why countries spend portions of their GDPs and national incomes to maintain the military even when it is not at threat of attack or war. You should also be prepared for the future regardless of whether you are in a good or bad situation at the moment.

### **How to unlock your potential**

As Brian Tracy once put it “The potential of the average person is like a huge ocean un-sailed, a new continent unexplored, a world of possibilities waiting to be released and channeled toward some great good.” The secret of success is not secret at all, it is setting goals. All

the others are just comments men and women work hard to achieve their set goals within certain period of time.

Any activity without goals is as good as lost. If you have goals, you will always be working on how to achieve those goals even when asleep. To set goals, you must have the capability and knowledge to set them. All goals are not workable. Do not set goals which are too easy, too hard or impossible to achieve. The goal targets should make you active and put you to work. Without goals, you will fly like a light paper in times of strong wind.

Because of the light weight, the paper is taken in all directions by the strength of the wind. The goals will make you proceed with life with the sharpness of an arrow.

An arrow goes towards the direction in which it has been directed. It will act on anything it comes across.

### **Goals are a source and avenue of self confidence**

Self confidence and goals are synonymous when you want to realize your full potential in whatever you want to do. You will have self confidence if you have clear and concrete plan of action. Some people assume that planning is only necessary for those who are in positions of authority or management or those who are rich.

You have an obligation to manage your life in order to progress from step one to the next and ultimately to where you want. Success and good things are admired by everyone; the strategies you put in place to achieve your goals is what brings in the difference.

Over Confidence is dangerous

Overconfidence is sometimes what motivates people to commit crimes. Take for example the terrorism actions. To counter the security measures, the terrorists employ high degrees of self confidence such that they end up accepting death and make their plan and mission successful. They also declare war on the most well equipped armies in the world like the US and their threats are real because they do attack.

The above photo shows smoke fumes from the 9/11 attacks. Such confidence to execute atrocities is not good because it leads to the suffering of innocent people. Overconfidence can lead to the development of dictatorial ideas. Take the example of a leader like Muammar Gaddafi who has been the leader of Libya since 1969.

After an uprising against him in the country, he orders the armed forces to attack the demonstrators using heavy artillery and bombs prompting the international community to intervene. After air strikes by NATO, the strongman still remains in the power and vows NEVER TO SURRENDER. He is fully aware that innocent men and women are dying because of his actions and he does not care. This is wrong. Confidence should be used to plan and execute proper ideas which benefit everyone.

Do not be overconfident of yourself as this is wrong. With Over confidence you cannot create your ideal lifestyle by realizing your full potential through confidence



# Wrapping Up

*"You cannot prevent the birds of worry and care from flying over your head. But you can stop them from building a nest in your head."*

Most people give up and believe that they were born unlucky and this is wrong. You can do something to improve your life if you have self confidence. Self confidence is built by two main aspects of self efficacy and self esteem. Even the most successful men and women fail in some aspects. It is resilience and ability to cope up with challenges in life which will bring positive change to your life.

## **How do you view yourself?**

Do you view yourself as somebody who is worth? As somebody who can lead others? As somebody who is worthless? Do you view yourself as unlucky?..As lucky? ...as advantaged?....as disadvantaged? HOW WOULD YOU DESCRIBE YOURSELF? You might not be successful at the moments and you may hold the opinion that the chances of succeeding in the future are limited. In all these instances, there is no reason to worry.

## **Set Goals**

As discussed in this book, you are like a light paper at times of strong wind if you do not have goals. You will move by masses if you do not have goals for your life. You may always see the negative side of life unless you view where you are coming from and where you are going. Take down a paper and write down your successes and failures as

well. Celebrate what you have achieved. Do not put so much emphasis on where you have failed because this cannot help you in any manner.

Lay down your goals and from today work on them. Set up a role model whom you want to follow. Work hard and learn from others. See the positive side of life; do not see yourself as failure. Do not believe that you have failed: believe that it was not successful because you did not get the required support. Think and act; do not assume that things will happen by chance or luck. You must work to get good things because everyone needs them. Be pragmatic and predict the future and then prepare for anything which may happen.

### **Believe that you are worth**

Believe that you are worth. Do not see yourself as subservient or inferior to others. If you do this you will build SELF CONFIDENCE which is the avenue of success in life and achieving that which you want. Self confidence is the secret of confident creatures and the greatest men and women in this world. Everyone has the capability of earning respect and doing something to make positive difference in life and that of others.

### **Do Not Be Over Confident**

Over confidence is very dangerous and it is as unimportant as low self confidence. It will not help you in anyway. As discussed in the book, some of the persons who have entered the books of history as dictators are over confident. Others who commit the most heinous crimes are also over confident.

Over confidence is also dangerous to your personal life; it will make you believe that you can do something or that you are the best while it is not really so. You should believe that others can give you challenge and that there some aspects they are better than you while in others you are better than them.

### **Accept yourself the way you are**

People are not equal; we differ in capabilities and capacities. Some are better than you while you are better than others. Have confidence in yourself. Accept yourself the way you are because you were born and raised up that way.

*All the best!*