

Your “Amazing Confident Touchstone” Tool Guidebook



Self Care, Belief & Trust

Take care of yourself physically, emotionally and mentally. Develop trust and belief in your abilities.
page 12

Develop Respect & Kindness

Create rapport and better relationships. Raise the energetic vibration of others as well as your own, supporting your own journey of personal growth
page 17

Be Authentic & Assertive Communication

Learn how to be confident in who you really are deep down. Practice a healthier open and honest communication style, true to who you are while still considering the needs of others
page 20

Take Consistent Action

Taking regular consistent action and develop positive, daily habits that help you achieve the goals that really matter to you
page 24

Your 7-Day Action Plan

See where you're at in terms of your confidence levels and identify how to move to the next level on Your Confidence Journey!
page 28

Contents



No	Title	Pg
1.1	Who We Are & Our Vision	3
1.2	Our Stories	4
1.3	Our Philosophy & The Missing Link to Confidence	6
1.4	Introducing Your Amazing Confidence Touchstone Tool!	9
1.4.1	Using The Touchstone	9
1.4.2	The Scoring System	10
1.5	The 4 Core Focus Areas of Confidence:	11
1.5.1	Self-Care, Belief & Trust	11
i.	Example Activities	11-15
ii.	Exercise 1-3	11-15
1.5.2	Respect & Kindness	15
i.	Example Activities	15-18
ii.	Exercise 4-5	15-18
1.5.3	Be Authentic & Assertive Communication	19
i.	Example Activities	19-22
ii.	Exercise 6-8	19-22
1.5.4	Take Consistent Action	23
i.	Example Activities	23-25
ii.	Exercise 9-10	23-25
1.6	Your 7-Day Action Plan	26
1.6.1	Establish your baseline	26
1.6.2	Enhance Your Touchstone	26
1.7	FAQs & Support	28

Your “Amazing Confident Touchstone” Tool Guidebook

1.1 Who We Are & Our Vision

Hello and congratulations for signing-up for your free 7-day trial and downloading your free workbook and taking that first step on your journey to Step Into The Confident and Authentic You! This guidebook will act as a guide to show you how to use “Your Amazing Confidence Touchstone” tool - which will help you to:

- Grow confidence, trust and belief in who you are
- Develop the confidence to spread kindness, respect and love
- Improve your assertive communication skills
- Speak up in a healthier way and achieve the goals that matter to you

Firstly, a bit about ourselves. We are Serena Ittoo and Steve Brookes and we run our transformational NLP (coaching) business called “Expressing Your Authentic Self”.

We’re both Master NLP Practitioners who specialise in all areas relating to self-confidence and self-esteem and we can help you to feel truly heard by those around you in your life, and to embrace, explore and be excited to show who you are with confidence! By reawakening The Confident You, you can begin to speak up and live and breathe the confidence you need to get the life you really want!

Through our range of Confidence packages and products, we give you the tools you need to be at ease with your emotions, to grow confidence in who you authentically are and develop trust in your abilities. This transformational journey of self-discovery will empower you to step out of your comfort zone and:

- Make confident decisions, take action and move forwards in your life and career
- Feel good about yourself and begin to enjoy doing what you love!
- Have the energy and confidence to speak up and embrace the opportunities out there.

Our vision is of a world where everyone regardless of background, expresses their authentic self and maximises their contribution to the world.

We believe that we have a unique and authentic inner voice within each of us. By changing the way we think and moving past emotional issues we can all find the inner confidence to connect to our true, authentic selves

while designing and confidently stepping into a life which brings us true fulfilment, joy and happiness.

"Our deepest fear is not that we are inadequate. Our deepest fear is that we are powerful beyond measure. It is our light, not our darkness, that most frightens us. We ask ourselves, 'Who am I to be brilliant, gorgeous, talented, fabulous?' Actually, who are you not to be?" --Marianne Williamson

1.2 Our Stories

Serena Ittoo – Biography

Hello, my name is Serena. I am from the London area in the United Kingdom. I am fortunate to share that I am a licensed Master NLP Practitioner, Life Coach and Personal Development Consultant.

From an early age, My Mother who is a Counsellor and Mentor - has always used life coaching to help, inspire and encourage me and my older Brother to design and follow our yearly personal development plans to help us direct our focus on our short to long term goals. Through adopting this mindset from an early age, I have been able to identify obstacles and trigger points such as anxiety and low self-esteem which were holding me back particularly growing up in school.

As well as my coaching qualifications, I am pleased to share that I am a First Class BSc Songwriting & Music Production Graduate who has utilised life coaching and personal development techniques, NLP tools and strategies to help overcome obstacles such as bereavement as well as develop new positive transformative habits which has shaped my overall personal growth and achievements.

My vision is of a world where individuals can live for each and every day, creating a life in which they feel valued, balanced and committed to maximising their full potential and self-belief to live the life they dream of living.

Now with all of this experience, my mission is to guide, encourage and witness your personal transformation into the best version of you where you can live and breathe authentic confidence without fearing the value of your worth. We can all fall victim to believing in our doubts and

insecurities about ourselves sometimes, I have been there and want you to know that you are not alone and that you are more than enough!

My values stem from the belief that everyone - no matter the age or background - has the potential to connect to their true, authentic inner selves and design a life in which they feel fulfilled, truly happy and valued.

When you decide to commit to your core focus areas of focus, balance and purpose; you start to transform the way you think, feel and develop new transformative positive habits which can help you to not only overcome challenges which may have set you back in the past, but also inspire you to achieve many more triumphs you never thought you could possibly achieve.

Steve Brookes - Biography

My Struggles

Throughout my life and career, I regularly felt frustrated, unfulfilled and out of place, regularly froze out of anxiety and did not know how to be heard. I was not enjoying life and often felt overwhelmed by my emotions and even guilty when expressing my opinion, doubting what I said and feeling I had nothing of value to offer.

My Journey/ Taking Control

Then I decided to take control. I started reflecting on the reasons that led me to that point in my life and what was really holding me back. I spent years reading, attending courses and exhibitions on personal development and learning the mental, emotional, physical and spiritual aspects of self-healing. I started to look inwards in order to find my voice while having an increasing determination to get out of a place where I didn't want to be.

This allowed me to get to a place within myself where I felt enabled to manage my emotions and start to change the way I think and feel and learn from the past to become the person I wanted to be.

Realising that I had the power within me to determine my life, I reconnected to what brings me joy and made the decision to continue my personal development by qualifying with the Society of NLP as a NLP Master Practitioner & Clinical Hypnotherapist (between 2016-2019) for the sole purpose of helping me move along. Now I use this to help others to

move past what is holding them back and step into the confident and best versions of themselves.

When I look back I can see how far I've come from those days when I needed the confidence to speak up, believe in myself and get the life I want.

Now I have come to the other side, this is my vision: A world where everyone regardless of background, expresses their authentic self and maximises their contribution to the world.

If you've reached a point where you're so tired of feeling unfulfilled, stuck and not enjoying your life and feel you lack the know-how, belief or self-confidence to move past whatever is holding you back, I'd be delighted to work with you.

Just for a moment, imagine how it would feel to be heard by those around you in your life and feel excited to show who you truly are with confidence and begin to get the meaningful/ fulfilling life you want/ deserve!

1.3 Our Philosophy & The Missing Link to Confidence **Serena Ittoo & Steve Brookes** **Expressing Your Authentic Self**

We believe there is a missing link required to guide and support you in your own personal development, growth and route to expressing yourself confidently. We see this missing link very much like a tree that requires strong foundations and roots to enable its later growth and to maximise its potential. The same principle is true for people who need the right conditions and development to grow, without which having the confidence to take any action to achieve your goals is a lot more challenging and will be shown in your actions, health and physical outputs and success in life, whether it be in your relationships, job or anything you do.

Accessing this missing link starts with self-awareness of the situations when you're struggling to express yourself confidently and identifying the unseen foundations you need to work on most such as your emotions, self-esteem, self-worth, trust in your abilities and courage. Indeed, it's about what you can't see and it's seeing the unseen and how you get to see the unseen is through self-awareness. Without the strong foundations and development of various unseen elements, achieving your goals, any action and tangible direction in life is a lot more challenging. I have learned that being aware of and developing these unseen elements is

essential to moving forward and accessing the resources you need in order to step into the confident version of yourself.

So let's now briefly go into some of these key unseen elements so you can see how fundamental they are. Self-esteem is so important and is the manner in which we evaluate ourselves, our qualities and attributes to do different seen activities, for example, how capable you feel you are in your job or in your relationships, two obvious examples.

We have healthy self-esteem when we value our abilities while being honest and realistic about these, so we generally know what we're good at and what we can improve on; it really is a balanced approach. So, it's no surprise that people with healthy self-esteem tend to feel positive about themselves and about life in general.

Unhealthy self-esteem, on the other hand, can present itself in a number of ways, almost like different forms on a spectrum. Towards one end of the spectrum, you have unhealthy self-esteem where you can have an inflated opinion of yourself and exaggerate your positive traits believing your opinion matters more than others. This way of thinking can also lead you to deceive yourself and even ignore your faults and weaknesses!

Towards the other end of the unhealthy self-esteem spectrum and the one we both resonated very much with, is where you underestimate – or flat out ignore – your positive characteristics, viewing yourself through a harsh and negative filter. For example, maybe you tell yourself you're not good enough in a variety of ways, you don't know enough, you're boring, lazy, and inconsiderate, any compliment received isn't true. You know this is not the reality and trust me when I say it simply isn't true, we know how it feels and you can move away from that way of thinking!

Moving to another unseen foundation, having a sense of self-worth means that you are loveable and valuable regardless of how you evaluate your abilities, an innate feeling no matter what that you are good enough. For example, when you don't feel good about yourself or don't do something well, having a sense of self-worth means you still believe that you are valuable and the reality is regardless of whether you are upbeat, talented, or successful; you are good enough. In essence, you can have high self-worth even if you make mistakes or don't do something well!

Indeed, learning to trust yourself, your thoughts, emotions, feelings and the correctness of your behaviours, is so important to being mentally healthy and being in the place to grow your confidence and go for what you want. Mark Twain put it so well when he said "*A man cannot be comfortable without his own approval.*"

Courage is another example of the unseen. Courage is the ability to act in the face of great fear or danger and develops when starting to do something new and uncomfortable. All of these unseen elements are

almost like a muscle - the more you develop and use them, the stronger they grow.

Now, moving more onto what true self-confidence means...

Self-confidence includes both feeling and doing.

So what does a self-confident person look like? Firstly, a truly confident person accepts and expresses who they are no matter what and lives for what they value and what's important to them. Can you remember times when you felt totally confident doing something you enjoy where time goes by so quickly and effortlessly? I guessing you can!

Secondly, self-confident people find the courage to step outside their comfort zone to embrace opportunities, learn something new or challenging, as well as deal with difficult situations and importantly take responsibility if and when things don't go the way they want them to. They have a sense of focused ease and well-being and will invariably enhance your performance in whatever they are doing.

For example, can you remember when you learnt to ride a bike or drive a car. There were so many bits or things to grasp and learn, the clutch, the brakes, changing gear, awareness of other drivers, it is easy to be panicky! Driving a car to is now so easy and we're both very confident doing so, it's like an unconscious programme or instinct like breathing, we don't even think about it, and of course 100% trust our abilities! Ask yourself, are you the same driver you were at your first practice? ... I'm guessing absolutely not!

As you strengthen your foundations and naturally grow confidence, you'll begin to notice how you stop thinking about your mistakes and look more at what you actually accomplish because that's how people become more confident. And the truth is the more you start looking at what works, the more you'll find it and the better you'll feel.

The more you feel and grow your self-confidence through taking action, the more you tend to strengthen your foundations and trust in your abilities, very much like the more you exercise these range of muscles, the stronger they get, for example confidence tends to breed courage, and you realise it really is a case of feel the fear and do it anyway!

As Marianne Williamson said so well, *"Our deepest fear is not that we are inadequate. Our deepest fear is that we are powerful beyond measure. It is our light, not our darkness that most frightens us. We ask ourselves, Who am I to be brilliant, gorgeous, talented, fabulous? Actually, who are you not to be?"*

So just think, if you had the confidence you needed when you really needed it, just think what would be possible? Imagine standing up for yourself? See yourself going for and getting what you want? Talking in front of a room of people? Achieving success in a confident and energising way? It's just worth thinking about, isn't it?

1.4 Introducing Your "Amazing Confidence Touchstone" Tool

Your "Amazing Confidence Touchstone" tool aims to help you to grow your confidence and develop trust in your abilities to step into the confident, assertive you by taking daily, consistent action through a series of focused and tailored activities right for you.

These activities are split across four Core Focus Areas essential to developing your unseen foundations and enabling you to naturally and gently build awareness, belief and trust in your abilities (self-care practices) to set assertive boundaries, step into your power and take action.

The four Core Focus Areas are outlined below and this Guidebook will go into more detail of each of these areas in the following sections.

The four Core Focus Areas include:

1. Developing self-care, belief and trust in your abilities. This includes undertaking regular practice which help with grounding, calmness, managing emotions & priming the mind as well as developing and your unseen foundations to grow trust and inner belief in yourself
2. Being kind and respectful to others to raise your energetic vibration and theirs, supporting your personal development and confidence journey)
3. Being assertive and true to who you are
4. Taking action to step into your power

1.4.1 Using The Touchstone Tool

Now you have downloaded and have access to your free Guidebook, you are ready to start interacting with our "Amazing Confidence Touchstone" tool for the 7 days of your free trial!

You should have received a notification to access your very own "Amazing Confidence Touchstone". Please refer to this Guidebook, which will guide

you how to set up and begin using the “Amazing Confidence Touchstone” tool.

Once you open the Touchstone tool, please go into the current month tab to view the activities across the four Core Focus Areas. You will see activities are already pre-selected and input and we highly recommend you start with these activities. After your first 7 days and beyond, it is then recommended to revise or add to any of your activities that are right for you.

If you feel the need to add your own activities straight away, simply right click on the activity number in row 2. Once you have right clicked on the relevant cell, then select “Insert Note” from the dropdown before you write your new activity, delete any existing activity, etc. For possible options on what to select as activities you select yourself, please refer to the rest of this Guidebook. This Guidebook will take a look at each Core Focus Area and also contains exercises for you to complete to help you select your own activities, tailored to help you grow your own Confidence as you Step Into The Confident and Authentic You!

1.4.2 The Scoring System

Once you have all of your activities across each Core Focus Area, you will then have to select a daily score under the dropdown for each activity on every day. The “Amazing Confidence Touchstone” tool then tracks and measures your progress which you can monitor anytime you access and open your Touchstone! As you will notice, there are 4 Core Focus Areas in the tool, each with their own set of activities to grow your confidence levels. For each activity on every day you score how well you have performed that activity and select your score on a scale of 1 to 10 – where 1 is not completing the activity at all, 6/7 is just about completing the activity and 10 is completing the activity exceptionally well.

Once you have input and selected all of your Core Focus Area activity scores, the tool generates a daily and monthly average for each Core Focus Area. Please refer to the scoring system definitions once in the Touchstone tool for what this means in each Core Focus Area.

Once you have input and selected all of your activity scores across your 4 Core Focus Areas, the Touchstone tool will additionally generate an overall “Amazing Confidence” score. This score will be generated each day and will produce an average for the month as you complete activities in each day.

The **overall “Amazing Confidence” scoring definitions** are below:

0 = Feel lack of confidence across the board/ all core focus areas of life

1 = Feel lack of confidence most of the time

2 = Struggle to show confidence in most situations

3 = Confidence gets rattled/ unbalanced regularly
4 = Lacking confidence in key (significant) situations
3 = Confidence gets rattled/ unbalanced regularly
6 = Feel confident more often than not
7 = Good level of confidence in key (significant) situations
8 = Feel really confident in most situations
9 = Exceptionally confident most of the time
10 = Being The Amazing Confidence Me in vast majority of situations as a consistent habit!!

1.5 The 4 Core Focus Areas of Confidence

We will now go into the four key categories, fundamental to growing your confidence while being true to yourself.

1.5.1 Core Focus Area 1: Developing Self-Care

Self-care is anything you do to take care of yourself so you can stay physically, mentally, and emotionally well. Research suggests self-care promotes positive health outcomes, such as fostering resilience, living longer, and becoming better equipped to manage stress.

What are some examples of self-care?

Common examples of self-care include: Maintaining a regular sleeping routine, eating healthy, spending time in nature, doing a hobby you enjoy, and expressing gratitude. Self-care can look different for everyone, but to count as self-care, the behaviour should promote health and happiness for you.

Self-care requires checking in with yourself, being present and asking yourself how you're doing. It is important to note that self-care does not mean the same thing for everyone. Different people will adopt different self-care practices, and even your own definition might change over time.

The aim of the activities you choose in this Core Focus Area are to engage in self-care regularly to help you put your best foot forward. When we are regularly taking care of ourselves, we are better able to react to the things that go on in our lives.

Many studies have shown that when self-care is regularly practiced, the benefits are broad and have even been linked to positive health outcomes such as reduced stress, improved immune system, increased productivity, and higher self-esteem.

Even if you can't spend lots of time and money, it's important to note that you can still practice self-care several times a week by turning things you do every day into self-care practices.

There are a few different categories of self-care and some potential activities to develop ensuring, regular and consistent self-care practices which are below:

- **Emotional self-care**, such as self-talk, weekly bubble baths, saying "no" to things that cause unnecessary stress, giving yourself permission to take a pause and self-reflect, or setting up a weekly coffee date with a friend
- **Physical self-care**, such as prioritising sleep, adopting an exercise routine you can stick with, choosing healthy and nourishing foods over highly processed ones
- **Spiritual self-care**, such as attending a religious service, spending time in nature, meditating, incorporating regular acts of kindness into your day, or keeping a gratitude journal

We would highly recommend you include in your self-care activities two or three of these to support your emotional and spiritual self-care. This is because the ability to take a step back (self-reflective) and be present with yourself, no matter what is going on around you, is essential to authenticity. If you are always distracted by your mental chatter or reacting to external situations, you're less likely to be aware of your own state of being.

Exercise 1: Activities of Self-Care

Think of 8-11 emotional, physical, and spiritual self-care activities for yourself and enter below – you will refer to these later in exercise 3. Feel free to refer to those suggestions above or come up with your own activities, whatever works for you.

Emotional self-care (choose): -----

Emotional self-care (choose): -----

Emotional self-care (choose): -----

Emotional self-care (choose): -----

Physical self-care (choose): -----

Physical self-care (choose): -----

Physical self-care (choose): -----

Spiritual self-care (choose): -----

Spiritual self-care activity (choose): -----

Spiritual self-care activity (choose): -----

The trick is to have enduring self-care practices rather than temporary one-off ones. An example of temporary self-care is going to dinner with a friend. You'll benefit from the social connection, but it won't last for very long after you part ways.

Enduring self-care, on the other hand, has more permanent effects. An example of this is practicing mindfulness regularly, because it leads to brain changes, she says. According to a study (one of many on this topic) published in *Psychiatry Research*, eight weeks of mindfulness training led to changes in gray matter concentrations in the brain areas involved with learning and memory processes, emotion regulation, self-referential processing, and perspective taking.

1.5.1 Core Focus Area 1: Building Trust In Yourself & Your Abilities

By adopting your self-care practices and creating a little self-love, you begin to build trust in yourself, which is one of the most helpful things you can do for you in your life. It helps build your confidence and a range of your unseen foundations such as courage, self-belief, self-esteem and resilience. Once you have more trust in yourself, you'll also find this allows others to trust you more, reduce stress levels and makes the process of decision making and being assertive much easier.

And the good news is that even if you don't trust yourself now, with some effort you can build up that trust over time. There's no one more important to trust than yourself. Sometimes we lose trust in ourselves after we make a mistake or after someone criticises us harshly or constantly. It can feel more difficult to make decisions when you can't trust yourself because you fear you'll make the wrong choice. Or you might be more prone to criticising your own decisions after you make them.

Building trust in yourself can help boost your decision-making skills and self-confidence. This can make life feel a little easier and much more enjoyable.

Some potential activities to build trust in yourself are below and as for the other Core Focus Areas of your touchstone, the trick is to do these activities regularly and consistently:

A. Spend time around people who value you more.

B. Do things you're good at (note stepping out of your comfort zone is different yet also builds trust and belief in yourself).

C. Spend time & be kind to yourself

When you don't trust yourself, you might feel uncomfortable spending time looking inward. You might try to keep busy all day by constantly getting involved in activities or thinking about small things outside of yourself. Break the habit of looking away from yourself by patiently looking inward.

You can look in with meditation. Try sitting with yourself in a quiet place for 5 to 15 minutes each day. Pay close attention to your breath and body. As any thoughts or self-criticisms pass by, acknowledge them and then let them go. Allowing time for this important one-on-one with yourself can build up your self-trust.

D. Be kind to yourself - NLP techniques including "Step Into Your Hero"
You've probably heard the term "unconditional love." Maybe it's been mentioned in relation to the connection a parent has with their child, or the love that exists between siblings, friends, or even romantic partners. But did you know that it's also very important to love yourself unconditionally?

Loving yourself unconditionally means getting rid of negative thoughts about yourself and any self-criticism after you make a mistake. To help you do this, you can regularly utilise a number of our NLP techniques, starting with our free "Step Into Your Hero" technique. Please also take a look at our range of confidence packages and products to help for additional NLP techniques to change the way and think you feel 😊

One example is you can start by keeping a close eye on your inner voice, and how it reacts to your actions. Is it kind or mean? Is it accepting or critical? Once you have awareness of your critical voice, change the tone, volume, mood of your voice to a funny voice, whatever floats your boat. You'll find this alters the way you feel alone!

Just remember, when you can love yourself unconditionally, you can trust yourself unconditionally. And that builds confidence.

E. Build on your strengths

Everyone is better at some things and worse at others. You probably have a good idea of what things you excel at and which things you don't do as well with. Trusting yourself means being able to attempt to do all kinds of things without judging yourself too harshly.

However, if you're looking to build trust in yourself, it can be helpful to do more of the things that you're good at and less of the things that you aren't great at. If you're not sure what you're good at, ask those people closest to you. Spend more time doing those things and building your trust knowing you'll excel at those things. Be accepting of your strengths, as well as your weaknesses.

Exercise 2: Activities to Build Trust in Yourself

Think of the 4-6 activities to build trust in yourself and your abilities and enter below – you will refer to these later in exercise 3. Feel free to refer to those suggestions above or come up with your own activities, whatever works for you.

1. -----
2. -----
3. -----
4. -----
5. -----
6. -----

Exercise 3: Select Your Category One Activities

Select from completed exercises 1-2, the 4 activities most important to you to improve your self-care and trust and belief in your abilities.

1. -----
2. -----
3. -----
4. -----

1.5.2 Core Focus Area 2: Respect & Kindness to Others

Receiving kindness and respect from others is important because it helps us to feel safe and to express ourselves. Being respected by important people in our lives growing up teaches us how to be respectful toward others.

Respect means that you accept somebody for who they are, even when they're different from you or you don't agree with them. Respect in your relationships for example builds feelings of trust, safety, and wellbeing.

Kindness and "niceness" are often considered interchangeable, but kindness goes deeper. Its layers include generosity, compassion, and

empathy. When challenged by an often-cruel world, kindness also takes significant effort and emotional strength. It's a choice that can take many forms.

Kindness and respect works both ways as well and you will find that being kind and respectful to others not only creates rapport and better relationships, they also raise the energetic vibration of others as well as your own, supporting your own journey of personal growth and that of the human collective.

Kindness and respect also doesn't have to come naturally – it is something you learn.

Exercise 4: Respectful Relationships

Think about all the different situations in life where you have to get along with others – how do you know if there's respect in your relationship? Here are some examples of when you know there's respect in your relationship with someone else. Mark each situation below in rank (1-8) of which are most important to you to feel and have in a relationship, where 1 is the most important and 8 is the least important.

- You feel safe being around each other (1-8)
- You know it's ok for both of you to express who you are (1-8)
- When you disagree you listen to each other and be patient (1-8)
- You don't yell or talk over the top of each other (1-8)
- Neither of you are controlling the other person's choices (1-8)
- You both talk openly about your needs and wants (1-8)
- You both allow the other person space if they need it (1-8)
- You can both admit when you've made a mistake (1-8)

Here are some additional personal benefits you receive when you're show and receive kindness and respect:

#1 Kindness is associated with well-being and lowers stress

Researchers have studied kindness and its effects for many years. Studies consistently show that kindness is linked to better health, an increased sense of well-being and reduces stress.

When we talk about stress, we have to talk about cortisol. This is known as the "stress hormone" In truly stressful situations, it's necessary. It prepares our bodies for survival in the form of flight or fight. However, when we find ourselves in consistently stressful situations and can't leave, that stress hormone has negative effects. Kindness has been shown to help reduce levels of cortisol and return our bodies to a more balanced, relaxed state.

#2 Kindness boosts self-esteem

When people exhibit kindness towards others, there's a bounce-back effect. It's often called "the helper's high." Being kind to people floods you with positive, happy feelings about yourself. This increases your self-esteem (an unseen foundation), which is an important part of remaining optimistic and productive in your life.

#3 Kindness boosts self-talk/ your internal dialogue and is essential to a good life

Kindness towards the self (often known as self-compassion) is as important as kindness towards others. Studies show that people who engage in negative self-talk and who are overly critical towards themselves are more vulnerable to depression and anxiety. This comes back to the belief that "tough love" gets good results, but really, it's kindness and compassion that do that.

#4 Kindness boosts positivity and productivity

Speaking of being productive, work environments where kindness is a priority get more work done! This goes against the common idea that people need "tough love" to achieve success. Too often, "tough love" is just code for a toxic, domineering environment. Many studies show that behaviours like giving praise were linked to better productivity and lower turnover. Considering how kindness improves a person's well-being, it makes sense that it would have positive impacts on a work environment.

Just like kindness improves a work environment, kindness also has positive effects on schools. When the adults in a school encourage traits like empathy and generosity, it can combat the presence of bullying. Kids also feel safer, more confident, and better equipped to form important social connections.

#5 Kindness is good for romantic relationships and relationships in general

When couples show empathy, compassion, and generosity towards each other, they are significantly more likely to stay together (and stay happy) than if kindness isn't present. Along with emotional stability, kindness is the most significant predictor of happiness within a marriage.

#6 Kindness is contagious

Lastly, kindness is important because it's contagious. When a person engages in pro-social behaviours, the people who benefit from them are likely to turn around and "pay it forward." This creates a ripple effect where it becomes more and more common to show kindness. It's essentially a positive form of peer pressure. That "helper's high" also encourages humans to keep being kind and when something feels good, humans want to repeat the behaviour.

Some potential activities of how you can regularly show kindness and respect to others are below and as for the other Core Focus Areas of your "Amazing Confidence Touchstone" tool, the trick is to do these activities regularly and consistently:

- Be an active and reflective listener each day
- Ask, validate and share impact with another person's experience (ie. confident people don't seek attention or need approval from others)
- Do one act showing respect daily (celebrate others small wins, offer support to help on something)
- Do one polite or kind thing to another person daily
- Please refer to our "No frak-ing" system and the ground rules to use, particularly with those closest to you as below:
Practise no FRAK-ing with family & friends - ground rules:
 1. *No fixing they're not broken they're just feeling things*
 2. *No Rescuing - they're not victims, they just need your presence*
 3. *No Advice giving don't think you know what's best for them without them asking for it"*
 4. *No killing someone's experience don't take their feelings away just because they make you uncomfortable*

Exercise 5: Select Your Category Two Activities

List out 4-6 activities you can do to improve how much respect and kindness you show to others. Feel free to refer and even use from the above examples or create your own, good luck, just take a little time to come up with as many as you can!

Next have a think and chose the 4 activities most important to you.

1.5.3 Core Focus Area 3: Be Authentic & Assertive Communication

Your authentic self is who you really are deep down. The part of you that doesn't care what others think. Learning how to be your authentic self is an essential part of building meaningful relationships.

What does it mean to be authentic?

"In order for connection to happen, we have to allow ourselves to be seen, really seen." Brene Brown

Authenticity means having a keen awareness of who you are and what you stand for and expressing yourself honestly and consistently to the world. Authenticity happens when your words, actions, and behaviours consistently match your core identity/ values and your authentic self is more naturally expressed when you have developed strong unseen foundations previously mentioned (self-esteem, courage, confidence, trust).

However many people struggle with expressing themselves openly, figuring out who they are, and knowing what they want out of life.

These are big questions, but they don't have to be overwhelming. There are concrete, actionable ways to start finding out and more fully expressing your authentic self.

If you are ready to learn how to be your authentic self, here are some suggestions and ways to start with regular, consistent activities to measure in your "Amazing Confidence Touchstone" tool.

1. Practice regularly assertive communication
Practicing an assertive communication style ensures open, honest dialogue while still considering the needs of others. This encourages balanced conversations in which both people have a chance to speak.
2. Allowing yourself to be vulnerable and open-hearted
Also seek advice, show vulnerable side of you, ask for help around people authentic to you and your values

1. Example activities of expressing assertive communication could include:

- A. Expressing your needs honestly with confidence, for example how you truly feel about something.
- B. Keeping eye contact during a conversation.
- C. Being able to say no – For example you could ask yourself - Do I feel pressured by other people into taking this step? If so, by whom? For example, saying “No” to activities that do not align and that you don’t want to do.
- D. Similarly saying “Yes” to activities that do align and that you want to do (and not holding back because of perhaps what you think others want or expect you to do).
- E. Setting boundaries that prevent unhealthy communication and help you to remain authentic. For example, walking away from toxic situations - If someone is not showing your kindness or respect or is continually putting you down or bullying, you have every right to walk away and protect yourself mentally!
- F. Take one assertive decision per day to do something that requires any of the above A-F.

Exercise 6: Assertive Communication

From the list of assertive communication example activities above (A-G), mark 1-10 how challenging you find each one, where 1 = not challenging at all and 10 = really challenging, you just can’t do it.

- A. Expressing your needs honestly
- B. Keeping eye contact during a conversation
- C. Being able to say “No” to activities that do align and that you want to do
- D. Similarly saying “Yes” to activities that do align and that you want to do
- E. Setting boundaries that prevent unhealthy communication
- F. Take an assertive decision and not questioning yourself afterwards

We lack trust in ourselves when we question our actions or decisions. Sometimes we might even question who we are. That can hurt.

Build trust in yourself by breaking your habit of questioning your decisions. Next time you make a choice, stick with it. Even if it turns out not to be the best choice, there’s no use beating yourself up over the decision you made.

The best you can do is to learn from your mistakes. Believe that you’ll make a better choice next time and move on. Doing so will help you learn to be more trusting of yourself and your assertive decision-making skills and communication.

2. Allowing yourself to be true to who you are as well as vulnerable and open-hearted includes being open to possibilities, for example seeking advice and showing the more vulnerable side of you, basically asking for help around people authentic to you and your values. Example activities of being authentic and open could include:

A. Being around more authentic like-minded people

Are there people or parts of your life that make you feel unhappy, angry, or toxic? Say No to these once you recognise this and choose to be around 1-2 authentic people a day. There is a saying that the 5 people you spend the most time around, you become!

B. Do something you enjoy and is aligned to your values, listen to your internal motivators and make decisions that align with your values and beliefs! For example, you can ask yourself, "When do you feel the most authentic and true to who you are/ what you're all about"?

When you want to know how to be your authentic self, it helps to differentiate your internal motivations and external influences.

Internal motivators are those drives and desires that come from deep within. This is talking about heart dreams that push you to become a better person and pursue your goals. External motivators refer to decisions you make based on external factors, like money, status, recognition, or expectations from other people.

Exercise 7: Your Core Values (short version)

Ask yourself some direct questions can help you discover who you are when you are not putting on a mask or betraying your core values. When you get clear on those values, you will find it easier to make decisions in line with your authentic self.

1. Think of a time when you were really really happy. What were you doing?
2. Which type of people, activities, or situations make you feel the most alive?
3. Who do you admire? Think of 3 traits you really admire about them (for example - confidence, determination, a special ability, etc)?

4. Think of a time when things were not going well, you felt stuck, unhappy, frustrated – what were you doing? Who were you around? What was happening?
5. Are there people, certain behaviours or parts of your life that make you feel unhappy, angry, or toxic
6. Without, I feel totally lost and helpless
7. Is this truly what I want? Listen to your gut. When you tap into your intuition, you may already know the answer deep down.

By doing more of the things you enjoy, that make you feel most alive because you are living more of your values and this will mean you are likely to be following your passions and the things that matter most to you!

When you're authentic, you end up following your heart, and you put yourself in places and situations and in conversations that you love and that you enjoy. You meet people that you like talking to. You go places you've dreamt about. And you end up following your heart and feeling very fulfilled.

Remember, who you are at your core, the person that dances behind closed doors, that's what the world wants.

It can take courage to learn how to be real. But when you do, you set yourself free and begin to build a life that brings you joy and meaning. It might not happen overnight, but you can get there.

Exercise 8: Select Your Category Three Activities

List out 5-7 activities you can do to be true to yourself and your values, be open while setting assertive boundaries and communicate authentically. Feel free to refer and even use from the above examples or create your own, good luck, just take a little time to come up with as many as you can! 😊

Next have a think and chose the 4 activities most important to you.

1.5.4 Core Focus Area 4: Take Consistent Action

Authenticity can feel like a big, abstract concept. But when you really look at it, it comes down to your day-to-day actions. Because it's those seemingly small moments, the things you say, your decisions, your actions, that add up to who you are. In essence, it's about taking daily action towards achieving your authentic goals which we will explore further now.

Daily Planning

Actualising an authentic life starts with intentional daily planning. If your time is dominated by other people's priorities, of course you will feel you are not living your truth.

You already have started practising self-care activities including to set aside time to decide your priorities for the day ahead: tasks for work, exercise, getting enough sleep.

Include time each day to take a small step forward on your personal goals/ activities in the fourth Core Focus Area. This could be as simple as spending a few minutes researching a career change or practicing an art or sport that brings you joy.

Commit to those small tasks. You'll be surprised how simple it becomes to see those small changes add up over a little time.

Action Establishes Healthy Habits

Taking regular consistent action develops positive, daily habits that help you achieve the authentic goals that really matter to you and into your power and be true to who you are.

The more you do something, the easier it is to keep doing it, whether good or bad. You can't succeed if you don't do anything. By maintaining the action, you are setting yourself up for a greater chance of hitting your goals without being too detailed and overplaying the plan.

A big part of taking action (towards achieving the goals that are right for you) is to be in a position to feel the fear and take action anyway, having behind you those strong foundations to manage your emotions, handle challenges with more resilience and grow your confidence as you take the actual physical action (s) to move you forwards. Dealing with imposter syndrome and delivering is a key part of growing your confidence and the learning process.

Taking action can be taking regular action to achieve a particular goal or yours and this could involve doing something new where you step outside your comfort zone, indeed confident people take calculated risks! Other examples could include going to that challenging interview, learning to drive a car for the first time or taking the first step to do something that really matters to you. Example activities of taking action to help you grow could include:

- A. Updating "Your Amazing Confidence Touchstone" tool daily
- B. Undertaking an activity to step out of your comfort zone daily (however small)– even taking daily steps, could use quick technique to help, e.g. Mel Robbins 5 second rule
- C. Listing and tracking completion of you top priorities each day?. There are also time management tools you can adopt/ apply to help, for example the Covey Time Management System
- D. Speaking your opinions honestly in a healthy way
- E. Celebrate a small win

A couple of additional tips we recommend when taking action include:

Keep taking baby manageable steps so you do not get overwhelmed! **The important thing here** is to remember speed does not matter, forward is forward and all relative to your own journey! **Focus on your progress, not other peoples' achievements.**

Fake it til you make it. Remember you're learning a new skill/ it's a learning experience, like when learning to drive a car... completely clueless at the start, so many different bits to learn, yet then with practice and resilience, it all comes together!

Instead of considering "winging it" as proof of your inadequacies, learn to do what many other successful people do and view it as a necessary skill in order to get on and move forwards. We remember watching a video by Brendon Burchard once, and he shared that had had to fake it till he made it and he's now an international author, on-line marketing guru and motivational speaker!

Also remember as Winston Churchill famously said:
"Success is not final, failure is not fatal: It is the courage to continue that counts."

Celebrate those small wins, however small, taking consistent action, keep pushing harder – because small wins encourage you to go further in

life, to push harder and achieve bigger goals, particularly when taking regular, consistent action.

AND when you think you'll never succeed, particularly when you're hitting that wall, keep going, even push harder! Here's where other people gave up, stay in their warm and safe comfort zone. This is where the mental resilience mind-set can make the difference, internally say to yourself you're not going to do the same! As Wayne Dyer said, *"It's never crowded along the extra mile."*

There are many techniques available that can help you take action, particularly when it's something new. For example, check out the 5-Second rule, a quick technique, created by Mel Robbins that is really useful in the moment of taking action with imposter syndrome feelings of self-doubt, being a fraud, not fitting in - helpful to stop these emotions in their tracks in the moment, just to be sure if you feel the fear is still holding you back a little from taking action!

Exercise 9: Select Your Category Four Activities

Give yourself a mark out of 10 (1-10) for how easy or challenging you find each of the suggested activities (from above) below - where 1 = not challenging at all and 10 = really challenging, you just really struggle to do it.

- A. Planning daily tasks/ your priorities each day
- B. Stopping bad habits and creating new, more positive, healthy and challenging habits
- C. Achieving your top priorities every day
- D. Doing an activity to step out of comfort zone daily (however small)
- E. Speaking your opinions honestly in a healthy way
- F. Keeping going when you feel you will not succeed something
- G. Celebrate and feeling proud (rewarding yourself because of) a small win

Exercise 10: Select Your Category Four Activities

List out 4-6 activities you can do to generate habits where you are taking consistent action towards achieving your authentic goals. Feel free to refer and even use from the above examples or create your own, good luck, just take a little time to come up with as many as you can!

Next have a think and chose the 4 activities most important to you.

1.6 Your 7-Day Action Plan

1.6.1 Establish Your Baseline

It is recommended to first establish your baseline and see where you're at in terms of your level of confidence over your first 7 days in your free trial. This is particularly for if you feel you suffer from low confidence and self-esteem and do not know what is holding you back. Here it is recommended you work harder on the first two Core Focus Area categories to begin with in order to develop your unseen foundations, previously mentioned - including but not limited to confidence, courage, self-esteem, resilience, etc).

Do not worry if you do not know what's holding you back in terms of your confidence levels, being true to yourself and being assertive and taking action, after a little time and undertaking your range of daily activities, it will become a lot clearer what's working well and which areas and activities need improvement.

If however, you already know (or it becomes very clear quickly after starting to run the "Touchstone" tool), the Core Focus Areas you need to improve, that is great, you're already getting ahead of the game! As mentioned in the earlier sections, you can tailor some of your activities to improve in a Core Focus Area at any time and then see where you are after your first 7 days of using the "Touchstone" tool. It is recommended to have at least one session with a consultant in your first 4 weeks who can advise you on how best to tailor your activities to best grow your confidence levels.

1.6.2 Enhancing Your Touchstone (After 7 Days)

You are welcome to continue with the "Touchstone" tool yourself after your first 7 days. However, if you would like to enhance your "Amazing Confidence Touchstone" further, it is recommended to have a weekly or monthly call with us after your first 7 days to explore your baseline results and get comprehensive support to set tailored activities in the known areas you want to improve.

Some tips to enhance your "Touchstone" tool are to consider applying one or more of the following options:

- Merge 2 activities into 1
- Make an activity harder

Make activity more manageable (if too hard, overwhelming)

- Create an extra activity in one of your Core Focus Areas
- Reaffirm activities to your core values
- Weekly or monthly 121 with "Expressing Your Authentic Self"

The "Touchstone" tool is a stand-alone product and feel free to select your activities, monitor your progress and measure the growth of your own confidence across the Core Focus Areas. Feel free to additionally to book one-off, ad hoc or regular consultation sessions to get expert help to tailor your "Amazing Confidence Touchstone" tool specifically to your needs at any time.

To further enhance and get comprehensive support to best tailor your "Amazing Confidence Touchstone" tool, we offer either of the monthly subscription plans below, including regular WhatsApp & 121 session support.

- One-off 121 Session: 121 session £77
- "Amazing Confidence Touchstone" Plus Plan: £47 monthly subscription
Access to your touchstone, monthly 121 sessions and WhatsApp support.
- "Amazing Confidence Touchstone" Ultimate Plan: £147 monthly subscription
Access to your touchstone, weekly 121 sessions and WhatsApp support.

Additionally open the link below to book your free Discovery Call to explore further any of our products:

<https://calendly.com/expressing-your-authentic-self/30min>

Alternatively, visit our website link below to find out additional information on our range of Confidence Packages and Products.

<http://www.expressingyourauthenticself.com/work-with-us.html>

Thank you for using this Guidebook, and we'd be delighted to hear your feedback or any questions you may have and support you further on your Amazing Confidence Journey!

1.7 FAQs & Additional Support

1. Is the “Amazing Confidence Touchstone” tool a stand-alone product?

Yes, by following the guidance in this workbook, you have what you need to select activities and set up, score and run your own “Amazing Confidence Touchstone” tool.

2. How quickly can I see results?

The aim of your first 7 days is to establish your baseline and see where you're at in terms of your level of confidence across the four Core Focus Areas.

Once you know this, you can see which activities you need to focus more on, tweak, revise and/ or improve, any issues that need particular improvement. You will also notice some activities may be habits already and you may want to select activities that stretch you more.

3. How do I get started/ can I come up with my own activities?

Your “Amazing Confidence Touchstone” tool comes with pre-set recommended activities in the tool which we recommend you follow. If you want to select your own activities straight away, feel free to follow the guidance provided in this workbook to set up your own activities in each Core Focus Area outlined.

4. Is there any additional support?

To further enhance and get comprehensive support to best tailor your “Amazing Confidence Touchstone” tool, we offer either of the monthly subscription plans below, including regular WhatsApp & 121 session support.

- One-off 121 Session: 121 session £77
- “Amazing Confidence Touchstone” Plus Plan: £47 monthly subscription
Access to your touchstone, monthly 121 sessions and WhatsApp support.
- “Amazing Confidence Touchstone” Ultimate Plan: £147 monthly subscription
Access to your touchstone, weekly 121 sessions and WhatsApp support.

Check out our additional Confidence Packages and Products at our website link below:

<http://www.expressingyourauthenticself.com/work-with-us.html>

Additionally open the link below to book your free Discovery Call to explore further any of our products:

<https://calendly.com/expressing-your-authentic-self/30min>

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