



Self-Confidence Instruction Manual

Condensed Version

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Being self-confident is an inescapable state of mind for the fulfillment and success of any woman. Studies and polls held around the world on female entrepreneurship have demonstrated that whatever cultures or categories are examined, women entrepreneurs state that they have less self-confidence than men at the start-up and early phases of developing their business ([Global Entrepreneurship Monitor 2010 Women's Report](#)).

Increasing one's confidence can represent quite a challenge for any human being, who, unlike other species, has emotions. The case is especially true for women, who seem to have more than emotions than men... How can we remain self-assured when all around us we hear words that bring us down, when we experience apparent failures, or when we live in a "social" environment where the opinion of people we care about counts greatly for us?

Becoming self-confident is entirely possible if some simple guidelines are followed (although for some it can admittedly be a long and sometimes laborious process), thereby helping us safeguard our confidence and have more faith in our abilities. Below is the condensed version of our self-confidence instruction manual, enriched by the experiences of numerous current and potential women entrepreneurs at the 1st edition of the **Métamorphose** workshop held at Abidjan, Côte d'Ivoire in May 2012.

Instructions for Self-Confidence

- 1. Clarify your objective and take action:** Always have a clear objective in mind, and the determination to stick to your course. Making progress through the accomplishment of concrete actions, even small ones, is essential.
- 2. Know yourself:** Take the time to become self-aware, and to appreciate your qualities and competencies. Knowing yourself better leads you to be more assured of your strengths and less prone to self-doubting.
- 3. Surround yourself with people who believe in you:** It is important to spend more time with those who encourage you and believe in you than with those who are discouraging and drag you down. As much as possible, choose carefully the people you spend time with. In short, surround yourself with supporters, not detractors.
- 4. Continue with training & development:** Continuing education allows you to increase your expertise and experience. Training and experience are advantages which give you a certain inner "weight", and provide you with tangible elements which attest to your knowledge. And you can be sure that this will benefit your self-confidence.
- 5. Have a positive attitude:** Adopt a positive attitude in all situations; in other words, always choose to make the right interpretation. For instance, some people may say that they never consider a "failure" what others call "failures". They would call them "the sum total of my past experiences", for example. Others may say that they made the firm decision to always be grateful for what they have and where they are in life. It's about always keeping a positive state of mind while facing any situation.
- 6. Appreciate yourself and make "me" time:** Learning how to love yourself requires an investment in time for *you*: care for yourself, keep in shape, do physical exercise, get a massage, go on vacation...
- 7. Have faith:** Having faith in a power greater than yourself will also help you to have self-confidence. The more you believe in a being capable of all good things for you, the more it is easy to believe in yourself.