



The Confidence Formula:

101 Ways to Communicate at Work with Ease!



***** PSSST! TO TURBO-CHARGE ANY ONE OF THESE CONFIDENCE TOOLS BELOW, SPEAK THEM OUT LOUD. WITH EACH ONE, SAY OUT LOUD EXACTLY WHAT EACH ONE INSTRUCTS YOU TO DO OR SHARE THEM WITH SOMEONE AS YOU DO THEM. YOUR BODY WILL RESPOND IN A POWERFUL HEALTHY WAY WHEN YOU ARE SPEAKING POSITIVELY ABOUT THE RESULTS YOU INTEND TO ACHIEVE. YOU WILL BE IN FULL ALIGNMENT WITH YOUR MINDSET, BODY AND SPIRIT. *****

1	Be intentional about what you want before you take that call or join that meeting. Be clear about what you want by writing it down (<i>which is more powerful</i>) "I will achieve _____".
2	Mentally list 3 things you like about a difficult person you are working with. Send them love and <i>mean</i> it. Observe how they are the next time you see them.
3	Pull out a photo of a happy moment in your life. Re-experience it again. Recognize in the big scheme of things that this upcoming situation is trivial compared to having joy in your life.
4	Memorize the open and closing comments of your meeting or discussion. What message will you leave them with?
5	Write down 3 points you will make. List them as big bullets down a page. Those are your takeaways.
6	If you expect push back, map out what it will most likely be and prepare for the counter argument or compromise you will make.
7	Organize a small group lunch or afternoon tea and treat them. Ask your circle for their trusted guidance and what they feel you should do next.
8	Create a vision board or paste in images of what you want to create in your life, into a Word document. Try these sites for free stock photos: www.Stocksy.com or www.UnSplash.com
9	Keep a folder of encouraging emails/ praise you have received over time.
10	Write 3 things you were grateful for in the last week.
11	Let go, release resistance and lean into whatever is making you uncomfortable.
12	Pretend that you called the meeting, presentation, event and everyone is waiting for you to arrive. Make it your party.
13	Write down exactly how you will feel when you leave the room. Empowered? Satisfied? Free? Project the feeling and then go create it for real.
14	Ask for 3 incredible TAKEAWAYS which will ultimately support you, which you imagine will result from the given situation. Observe yourself walking away with these 3 things that were big WINS.
15	On a scale of 1 to 10, how likely is it that you will effectively reach one of the above goals in #14 above? If the rating is less than 6, keep going back until those 3 things are very much a practical reality. Lean in and make them all 10's.
16	Call up someone who knows your strengths: an old client, a colleague, a mentor or manager. Ask if they have a few minutes to take an appreciation phone call from you.
17	Pick one word that you want to feel regularly to be your most confident. Write the following sentence 5 times and complete. "I am <insert your word>" "I am strong". "I am motivated" "I am energized"
18	Share your "I am" statements from #17, with a loved one. Energetically those statements will become you, because you've opened up your intentions, putting yourself out there more.
19	Suggest a walking meeting. Get outside. Ask for what you want in the great outdoors.

20	Turn your goal (<i>what you wish to achieve</i>) into a declaration. Eg. If your goal is to feel beautiful every day. Then have someone ask: “Are you beautiful?” If this is a true statement, tell them how you are beautiful. Own it as a declaration.
21	Imagine you are always protected by a spiritual force of light surrounding you with love. Lean into the FACT that things always work out because of this protective energy.
22	Be a witness, not a participant to where you are and where you want to be. What would you tell someone if they needed the same support as you need right now?
23	What does the situation look like in the other person’s shoes? See it from another angle so you can prepare for any push back. What would you want to hear if you were them?
24	Share a joke. Tell a story where you can laugh at yourself. Think of something you did in the past week which was really dumb. People appreciate when you don’t take yourself too seriously.
25	Turn expectation into appreciation. Reach out to someone and thank them for their efforts. This can be on a personal or professional level.
26	Engage all five senses, visualize what you want as an outcome. How did it go? What did you wear? How did you feel? What did you sense?
27	Visit the room where you will be handling an upcoming situation which requires full confidence. Get comfortable with your environment. If you are unable to access this room, go to one which has a similar setup which you can visit.
28	Smile and imagine warm light filling your chest.
29	Make direct eye contact with everyone. Feel comfortable doing it.
30	Speak slowly and step-by-step with a nice rhythm which puts people at ease so they can walk through your thought process.
31	Introduce 3 major points you will make as bullets. You can count them out on your hand as you do so, stepping them through your leadership mindset.
32	Environment is everything. Modify your space at home where you can be your most productive. Cleaning a messy desk. Adding more light.
33	Catch yourself being pessimistic or complaining. When you do, mentally say “ <i>erase erase</i> ”. This delivers awareness and prevents it from happening again.
34	Be aware of your personal strengths. If you are unsure, ask others who have worked with you. Read prior recommendations/referrals/reviews of your work.
35	Look up the ladder, who is a role model? Even if they are in a different industry – what is that you admire about them? Own those same qualities.
36	Accept compliments fully. When you accept these whole-heartedly you open yourself up to receiving more.
37	Admit any mistakes or misjudgments and learn from criticism and feedback.
38	Set goals which are practical to reach but not a huge stretch which would set yourself up to fail. Start with a 120 day target outlook.
39	Lose the perfectionist gene and being caught in analysis paralysis. Inject more action into your life and less planning.
40	Express gratefulness and appreciation in your life.

41	Accept not knowing the entire HOW of the path you are on and settle for just the next step. It opens yourself up to so much more possibility.
42	What is the one step you would advise someone if they were in your shoes right now?
43	Try taking a storytelling approach rather than speaking in black and white with facts. Weave in your opinion. This level of communication makes you influential.
44	Fast forward to the end of day. How will you feel? Write this down. Now go create this day.
45	Accept that you don't know all the answers. Commit to sounding confident because you will find out in a shortly after hearing the question.
46	Reach in and trust your gut. It will never steer you wrong.
47	Turn away from negative people who are funneling you their complaints.
48	What is your purpose? What is it that gets you out of bed each day? Start there.
49	Embrace alone time. Spend some healthy *me* time indulging at your favorite restaurant or activity.
50	See your situation from another angle and turn away from taking things personally. You can control your own emotions not others.
51	Play a victor card, not a victim one. Catch yourself complaining and turn it into appreciation or praise.
52	See the bigger picture instead of being dragged down into the weeds.
53	Snap your fingers and eliminate the pattern of negative self-talk when it crops up. Replace the thought with your "I am" worthwhile statements above.
54	Who needs your advice/guidance right now? How can you help someone in the world?
55	Celebrate yourself today. Treat yourself to something that gives you JOY.
56	Incorporate raw vegetables into your diet, versus complex ones.
57	Give yourself a compliment today and record it, so you can feel it every time you replay. Record you goals!
58	Ask for something you want and be unattached to the outcome.
59	Imagine a string at the top of your head, pulling your posture straight up whenever you walk confidently.
60	If you were a millionaire today, how would you act and dress differently? What would you self-promote about, with those who meet you?
61	Ask a child to tell you to not give up and keep going. Ask them to pat you on the back. Ask them to lift your arm up in celebration as the winner you are.
62	Pick up the phone and talk to your higher spirit/God/the Universe. Greet them and order exactly what you want as if you were placing an order from a catalog. Tell them when you would like it shipped by – the date. Thank them and hang up fully expecting to receive your shipment.
63	Lead someone. Someone can use your expertise or advice. Offer to give them that guidance and point them in the right direction.
64	Go all out with a grooming makeover. Have your eyebrows shaped. Whiten your teeth. Get a new haircut or makeover. Go for a new look with classy outfits. Get a mani-pedi.
65	Write in your journal how you see yourself. What is your self-image? If anything negative comes up ask yourself if any of that is actually true? Are those self-imposed limiting beliefs?
66	What 3 questions do you need to answer in order to best prepare you for an upcoming situation?

67	Be clear on what your core values are. Mine are integrity and authenticity.
68	Pause from thinking about the given situation any longer and take action instead. Act without thinking about outcome. Keep moving your feet.
69	Start small. Set a mini-goal that is not so much of a stretch and you can reach. More of these will propel you into your future.
70	Look back at some recent accomplishments. How did you reach these? How did you do it? Now go replicate it and do it again because it wasn't LUCK. It was you in your BRILLIANCE.
71	Be solution oriented – focus on how you can solve it versus what the problem, complaint or frustration is. A solution focused mindset is what people gravitate to, even if they don't agree.
72	Move! Swim, power walk, dance in your closet. Raise the adrenaline and heart beat.
73	Drink more water. Cleanse. Refresh. Renew. You confidence makeup is healthy body, healthy mind.
74	Break down the task or goal at hand and tackle it in small chunks, eliminating overwhelm, when taking on the whole.
75	Become more competent in a certain area. Set aside only 20 minutes a day learning something new in your field.
76	Stick inspirational "I am" post-it notes on a wall you will see whenever you wake up to keep you motivated.
77	Grab a notebook and write down everything you love to do. Now find ways in which you can do more of that in business. Stay aligned to what you love.
78	Reflect on all the successes you delivered, where you received a "high-five" or "great job" so you can go back to them later as a reminder of your brilliance.
79	Use confidence-boosting essential oils which will raise your spirit. I like Myrtle, Chamomile, Sandalwood. Dab them on the center of your chest, your heel or stomach.
80	Create a gratefulness box. Cut out photos, letters everything that makes you feel good when you open it.
81	Buy yourself flowers or simply take a single stem and place it on your kitchen table, in a glass.
82	Laugh more, including laughing at yourself. Watch funny sitcoms, entertainment, comedy hours, Rom Coms.
83	Contribute your time as a volunteer., helping others, teaching children to read.
84	Take any negative self-talk which comes up and turn it around into a positive one. E.g. "I am not experienced enough" → "I am an intentional quick learner who delivers value."
85	Ask your family how you ranked on a scale of 1 to 10 this week. Ask them how you can be a 10. Listen to the feedback. This is your scorecard as a sister, partner, daughter.
86	Close your eyes and count backwards from 10. Let go of any weighing thoughts and say: <i>"Thanks but no thanks."</i> Clear your mind.
87	Face the sun regularly. Its positive energy will infuse you with optimism on the spot.
88	Fast forward three years from now. What are you doing, loving, having? Create mental pictures of the non-negotiables you will achieve.
89	Role play a mock situation with a partner. Ask them to reject you and tell you NO, whenever you ask for anything. Become desensitized to the fear of feeling NO and come up with creative ways to get around the word NO.

90	Commit to getting things done regularly. Plan one action task the night before and execute it next day. Start small, raise your momentum.
91	Read your goals to someone regularly. It makes them real.
92	Play inspiring music which lifts your optimism and fun spirit.
93	Practice saying No. Set boundaries with people.
94	Have a black and white photo taken of you expressing JOY.
95	Speak less, protect your energy. Engage more thoughtfulness.
96	Lean into your fear. Identify what it is. Recognize it and actively ignore the inner critic which is merely trying to protect you.
97	Try a different more creative route than you have. There is freedom here. Consider possibility. You are never stuck.
98	Eliminate any comparison to others. Your path is valid and you are exactly where you need to be. There is no such thing as competition.
99	What are you proud of in yourself today? Write it down and start this as a daily habit.
100	Sing and shout at the top of your lungs and feel their words, let their energy uplift you.
101	Practice the Sedona method to release a limiting belief.

I would love to hear from you and learn what action you have taken after reading this report, please reach out here: info@InRShoes.com.

- Take the [Own Your Authority Deep Dive Masterclass](#), a career breakthrough **training + coaching experience** to fit your busy schedule. Live Classes, Accountability, Gutsy Challenges and Open Q&A sessions included.
- Commit to the consistency of achieving results by receiving [private one-on-one coaching](#) with accountability or schedule just a strategy session. Schedule a phone call to discuss your situation and see if we can help: info@inrshoes.com.

Many thanks for reaching out to us here at www.inrshoes.com. Big hug! You are *never* alone; everything you want to just outside your comfort zone. You just have to keep moving your feet and believe that you will reach it.

Marisa

MARISA SANTORO

Marisa Santoro is a career coach, corporate leadership trainer, diversity and inclusion consultant, and author of [Own Your Authority](#), (McGraw Hill). She is the founder of the career platform [In Our Shoes](#) (<http://www.InRShoes.com>) and a former Wall Street IT Executive with a two-decade career in leadership roles. She is also a TEDx speaker, and honoree of the **Woman of Influence** award from New York Business Journal and BizWomen.com for her years of mentoring and coaching midcareer leaders, executives, healthcare professionals, and sales leaders to achieve higher levels of influence.



Her expertise in leadership and professional development, as well as effective business communication, has been brought in to support business leaders across industries such as American Express, UBS, Anheuser-Busch, Allianz Global Investors, Sony Music, S&P Global, Royal Bank of Canada (RBC), Aetna Healthcare, New York University (NYU), NYU Langone Medical Center, NGO and many more.

She also writes a national career column for American Business Journals, covering their how-to career and business strategy sections, with articles published across 44 cities in the United States. Her TED talk, “Speaking Without Apology,” guides on how to detach from language that feeds into the “Sorry Syndrome” and make subtle tweaks in your speech to springboard you from diluting your value to spotlighting your assets immediately.

She guides professionals how to reclaim their confidence, tap into their instincts and embrace their inner dialogue using proven tactical tools, and strategies in proven step-by-step career leadership programs teaching exactly what to do in order to advance in their careers.

In the world of leadership development, there's no shortage of advice on what to do to drive career success—but very little is said about who to be and listening to your intuition. While leadership skills are important, self-trust is the foundation that great leadership is built upon—and developing it is a deeply personal process. In **Own Your Authority**, leadership expert Marisa Santoro provides the knowledge, tools, and insights you need to understand and embrace your authentic personality and trust your intuition. “This is the heart of increasing confidence in any area,” she writes, “taking on risk in small increments, stepping into new territory, facing fears, learning, failing, growing, and circling back to take on more risk that will stretch but not freeze you.”

Great leaders communicate clearly, speak up when it matters most, and thrive on taking on measured risks. Through self-awareness, they embrace acts of discomfort every day—all in the name of learning, growing, and achieving higher levels of influence and leadership.

And it all comes with self-trust and confidence. *Own Your Authority* walks you through the process of building the self-trust you need to:

- Self-promote with ease and authenticity
- Take on the role of “thought leader”
- Network with fearlessness
- Speak without apology to clearly communicate your needs

How do you find the freedom to throw away all the scripts and lead others with confidence? How do you jettison the fear of failure when you're facing off with senior management? How can you transition from being the subject matter expert to being the strategic thinker who voices an opinion that goes against the grain of conventional thought? How do you show emotion and build respect at the same time? It's all possible when you trust your gut to make the decisions that give you the freedom to move forward.

Own Your Authority doesn't give you a silver-bullet leadership solution—it gives you much more. It provides the strategic roadmap for making a long-term investment in yourself—an investment that will pay undreamed-of dividends, both in your career and your personal life.

