

I own who I am – with a smile in my face

Confidence Boost

& How to Give Less Fucks



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“I refuse living my life using my training wheels & being wrapped up in safety wrapping: I GO out there and live my life on my terms.”

— Cynthia Artemis

1. Meet your coach

Hey Rockstar, I am Cynthia Artemis, a Women Empowerment & Confidence Coach. I was born and raised in beautiful Munich – together with my amazing 8 siblings. You can imagine that I'm a big fan of community.

I wholeheartedly believe that empowered women can change the world. With every time a woman stands up for herself, applies for the job, says no to a project, or believes in herself, I know my work serves a greater purpose. Let's freaking change the world together!



A couple of years ago...

- ❖ I got my master's degree in management in Stockholm, so you can imagine my road was set up for a career in consulting. I even worked for one of the big three consulting firms.
- ❖ But I realized that no matter what I had achieved, I still had this feeling of “not being there yet or not being good enough” deep in my chest.
- ❖ One day I decided that something had to change: I didn't want to sacrifice myself for my career, I wanted negative self-talk to stop and finally feel confident in myself. No more self-doubts depending on my daily form!

Today

- ❖ I know which steps to take to break out of this thinking because I had these struggles myself for many years.
- ❖ I went from self-doubt, lots of feeling: 'I'm not good enough' and limiting beliefs, to living as a confident woman who knows her worth and is courageously going after her dreams!
- ❖ I've built my heart-felt business and am transforming the lives of many women.

QR Code for my Instagram



Code for my empowerment program



My Empowerment Podcast: Name it & Claim it –Empowerment Podcast

Spotify [Link](#)

Apple Podcast [Link](#)

2. Confidence Boost

The basics: Confidence is a SKILL and not a god-given gift

- ❖ And as such you have the freaking power to master this
- ❖ Anyone could learn how to become confident
- ❖ I would say: Game on ;)

#1 Practice being confident

- ❖ Being confident is NOT binary
 - not confident = 0, confident = 1
 - But it's happening on a scale
 - Like a progress bar
- ❖ See it like this: You have a piggy bank (Sparschwein in German)
 - And every single time you show up "ONE NOTCH" more confident than you would previously have, you're adding 2€, 5€, 50€ to the pot
- ❖ Here are some examples
 - Leaving your comfort zone
 - Do one little scary thing (checking out this cute cafe close by you always wanted to go to but every time you're standing in front of it, you just don't go in)
 - When you walk on the street, be aware of yourself and walk boldly and proudly, like you're walking on a catwalk - have fun
 - When you're in a meeting, don't freaking hold back on your ideas:
 - Speak up and allow yourself to take up space: In a meeting, when you're with your friends, you're allowed to take up space and you've got so much valuable things to share
 - Your ideas matter and you deserve to share them

Exercise: Getting into action

- ❖ Write down 2 concrete action steps where you want to practice being confident this week
- ❖ "This week I will practice being confident by .."

#2 It is not fake it until you make it but practice it until you embody it

- ❖ We are slowly stretching our comfort zone
- ❖ We don't wanna jump to doing crazy things, so that then all alarm bells of our nervous system go off
- ❖ But we are practicing being confident in smaller situations in our every day life
 - so that when bigger opportunities come up, you have the courage to go for it because it felt safe before

#3 Try to be bold instead of confident

- ❖ If "being confident" or how we do it "practising being confident" is still a bit hard for you, maybe this is for you
- ❖ Try to be bold instead of confidence
- ❖ Because often it's this little voice, this nudge that tells us
 - You could say this, you could do that?
 - But we're not listening to it
 - Listen to it!
- ❖ The next time this little voice is trying to tell you something, listen to it AND be bold to act on it



#4 Confidence = Knowing yourself to the core

- ❖ The German word for it is Selbstbewusstsein = to be aware of yourself
- ❖ For me it's truly knowing my strengths and my little weaknesses
 - It's about embracing ALL parts of yourself, your strengths, your weaknesses (part of the package) and getting an understanding of your "fake weaknesses" (things you COULD be good at if you really wanted to)

Exercise: Celebrate yourself

- ❖ What skills do you have? What are you really good at?
- ❖ What do you like about yourself?
 - And since we're practicing being confident right now: Don't downplay yourself - really OWN it ;)

#5 Confidence is an inside job

- ❖ The key is to NOT make confidence dependent on external factors
 - Not "I will be confident if I look like this"
 - I will be confident once I have this one job or this one relationship
- ❖ Confidence is a freaking inside job
- ❖ you might see yourself in this statement:
 - "I will be confident when I've gotten this feedback/ this approval"
 - Especially us women, we are trained to seek the approval of others
 - "Please like me"
- ❖ And if I get the impression that someone likes me or liked what I did/said, THEN I can feel great about myself
- ❖ Confidence is an inside job and for me, the foundation of this is allowing yourself to be YOU
 - Being authentically yourself
 - And not a water-washed version of yourself

3. How to Give Less Fucks

Two Worlds

Cheery Cheerful Land = Your Reality

- ❖ Where everyone is celebrating each others awesomeness,
- ❖ and high fives when one of us hit a major milestone
- ❖ or is swimming against the stream
- ❖ Where everyone is celebrated for being THEMSELVES

Judgy Judge Land = Mirror World (“the upside-down”)

- ❖ It’s a mirror world to the real world
- ❖ Where we fear getting judged by everyone
- ❖ Fake, dark, scary “upside-down”: Where there are monsters behind every corner, just waiting for your shoe to drop

Exercise: Cheery Cheerful Land = Your Reality

- ❖ Who supports you?
- ❖ Who cheers for you?
- ❖ Who is inspired by you?

5 Key Strategies

Here are 5 Key Strategies to leave judgy judge land behind and enter cheery cheerful land.
Or how we say it: How to give less fucks

Key #1 Your focus determines your reality

You have full power over what thoughts you allow in to your system

- ❖ Where you put your focus and thoughts on is where your head is at, and this, in turn, shapes your reality
- ❖ You have power over your thoughts:
- ❖ I have a body guard: My Goddess
 - She's in her full warrior gear, guarding my fortress (my mind)
 - And she's insanely picky over what thoughts can enter our fortress
 - Self-doubt, self-sabotage, non-constructive criticism
 - No way in hell can they enter

95% of the judgment is just happening in your head

- ❖ We ASSUME that we're getting judged by others
 - We enter judgy judge land
- ❖ We often assume that we're getting judged because we didn't get explicit acknowledgement or praise
- ❖ Put differently: often we take the absence of explicitly voiced "acknowledgement" or non "good job, you go girl, I love that you're being brave right now"

Exercise:

- ❖ Think of the 2 judgment examples where you just assumed that you were getting judged but nobody actually said something

Choose to stay in cheery cheerful land

- ❖ YES there is judgement. It's not all "just in your head"
 - BUT: We get to decide where we wanna spend our time at
 - Are we CHOOSING to go to the dark place in our head (to upside own judgement land)
 - ORRRRRRRRR
 - Do we consciously CHOOSE to stay in cherry cheerful wonderland
 - Choosing to believe that they are rooting for us
 - That we inspire them
 - That the others want us to succeed
 - Give people the benefit of the doubt

Summary of the first key

- ❖ Step 1: Understanding that 95% of the judgment is in your head,
- ❖ Step 2: Empowerment: You have the choice where you put your focus and thoughts to
- ❖ Step 3: How to deal with the 5% that is actually happening?
 - ➔ coming up



Key #2 There is a small fraction of people that are gonna judge you & that's ok

There are judgers out there

- ❖ There is a small fraction of people who are always going to judge you
 - If you go to a bar with your friends for some drinks on a Thursday night, someone would judge you
 - But if you stay at home and curl up in bed watching tv, someone would judge you
- ❖ There is a small fraction of judgy judgers out there who would judge you **NO MATTER WHAT**
 - Which is kinda freeing because this means you get to do your thing

70/20/10 Rule

- ❖ 70% of all the people can be convinced
- ❖ 20% are your fans no matter what you do (they are the best)
- ❖ 10% will hate what you do anyways
 - No matter what you do, there is a small fraction of people will judge you anyways
 - So you might as well do your thing
 - OWN who you are and freaking SLAY
 - Haters gonna hate, potatoes gonna potato :D



Key #3 It's ok to not be liked by everyone

Changing your world view in 3 sentences ;)

- ❖ 1. You don't have to be liked by everyone
- ❖ 2. You don't even like everyone back
- ❖ 3. Often you're scared of being judged by people that you don't even like

Exercise: How does it feel to put this pressure of being liked by everyone off your shoulders?

- ❖ And where do you think this need to be liked by everyone is coming from?

“You will never please everyone, so you might as well please yourself”

Key #4 It's a "them" problem:

It's a them problem & has nothing to do with you

- ❖ People judging you is always a THEM problem
 - It's a reflection of their own experiences, world views and insecurities
 - It's never about you, it's about THEM
- ❖ Picture a world where everyone is wearing glasses
 - Those glasses they represent how each individual sees the world
 - Now think about all the experiences that shaped how you see the world
 - When someone judges us, they look through their glasses
 - They are putting themselves in your shoes and make their judgment based of their point of view
 - It's getting filtered through their glasses
- ❖ So make sure to clean your own glasses before you judge yourself ;)

JUDGEMENT BINGO

Being too skinny	Setting boundaries is seen as "difficult" or "unreasonable."	Prioritizing mental health is perceived as "not tough enough."	Being too loud
Your career choice	Wearing revealing clothing	Being emotional or sensitive.	Being too shy
Being too ambitious.	"You need to laugh"	Being outspoken or opinionated.	Pursuing a career traditionally dominated by men.
Not conforming to traditional beauty standards.	Being too curvy	Crying too much	Being a feminist.

Judgement Bingo

- ❖ How many of the following statements have you been judged for?
 - If you have 4 in a row (horizontally/ vertically /diagonally) you have an official BULLSHIT Bingo
 - You might see that some of these statements are even contradictory.
 - And STILL you got judged for that by 2 different persons
 - It's a freaking THEM PROBLEM

Key #5 Who is the judge?

I am the judge

- ❖ I made a lot of questionable decisions in my life and do things many people would not approve of or would consider too much/weird
- ❖ But I stopped caring about the opinions of others once I asked myself
 - “Who is the judge?”
 - And it just hit me: MEE
- ❖ There is no all mighty presence that says “this was good, this was bad”
- ❖ I am the judge
 - If I am the judge, that means: I can be the best freaking judge in the world
 - This was a liberation strike
- ❖ Disclaimer: this only works if you’re not an overly critical and negative judge haha
- ❖ If you feel like “damn it”

Exercise: Fulfilling the expectations of others

- ❖ Do you feel like you need to fulfil the expectations of others?
- ❖ What are these expectations?

Fulfilling the expectations of others: NOT anymore

- ❖ Which of them do you wanna leave behind?
- ❖ Which don't sound true to you?
- ❖ Right, you're the judge
 - You get to choose
 - How dope is that?
 - It's a freaking buffet and you get to pick all of the delicious and yummy things you like and BURN the rest
 - So if you've spent your whole life trying to fulfill somebody else's expectations. Then say: This freaking ends today!
 - I get to decide WHO I wanna be and WHAT I wanna do with my life

“Don't sacrifice your happiness for someone else's dream.”

— Cynthia Artemis

4. Extra space for extra thoughts

