



# Heart Coach

**Charge What You're Worth**

**Borrowing Esteem & The Soul of Your  
Speaking**

Class #6

# Today's Objectives

1. How to look at your esteem as an ability that is ever changing and adaptable rather than a condition that is static and one we must live with
2. Learning to recognize esteem in areas of our life, and borrow esteem from those proficient areas to ones that need deeper support

# Self-Esteem

- Self-esteem, is a critical psychological construct that influences how individuals view themselves and, subsequently, how they interact with the world around them.
- Low self-esteem can not only hinder performance in various aspects of life such as work, relationships, and personal growth but also perpetuate a cycle of negative self-talk and self-doubt. This undermines an individual's potential for success and happiness.
- Working on one's self-esteem has far-reaching implications that extend beyond mere self-assurance or arrogance. Improving self-esteem can lead to a more fulfilling, successful, and well-balanced life.

# Our Self-Esteem

- Esteem for ourselves is determined by our success over time
- Think about areas you feel confident and strong in and you will see that it is because you have a track record of winning in that area or being successful in that area at least once
- Often we find ourselves, when learning something new, feeling insecure because we don't have a track record for ourselves being triumphant in that area
- Not an issue as kids because everything is new. But as we age we expect to no longer need that learning curve and so judge ourselves when we do.
- Many of us don't try at all or take longer than we need due to the concern of doing it wrong. (Inductive learning versus Deductive learning)

# Getting Yourself Out Of The Way

- Most of our feelings of insufficiency is based on a failure in the past or worry about the future - it is never based on the present moment
- Our fear of the what could happen or worry about what did happen usually creates in us that nagging drive to “do it a right”, avoid failure, avoid looking stupid etc
- Reframing Idea: Your work on the planet is less about you, your ego or the thing you need to say and more about what is available and needed for others. Your work is to be of service.
- If you are running into building that is falling you don't worry if you are dressed the right way or look like a hero- you get in to get the job done- the desire to save, help, serve is bigger than anything going on about you
- Marianne Williamson - When your neighbours house is on fire you don't judge the bucket you have and assess whether it is big enough, beautiful enough, capable enough. You grab that bucket and run to the fire to help put it out. (Even if it's just a glass of water, you have your attention on doing whatever you can to get that fire out )

# Tools To Help You

- We need to first be able to recognize when we are in a space of doubt, or worry - This is the first step, and seems obvious but is most critical - as it moves the doubt from IT having you to you having it.  
You are the one that has the power over it not the other way around
- But what do you do once you know you are in that space of self doubt/worry etc?
- Get coaching, meditation, venting, Havening Techniques (Dr Ronald Ruden) breathing/breathwork, grounding, affirmations, mantras, etc
- Here is a list of various tools and ways you can support yourself in interrupting the pattern: Cognitive, Emotional, Behavioral, Mental/Physical

# Cognitive Tools

## Cognitive Techniques

- Positive Affirmations: Repeating positive statements can help rewire the brain to adopt a more optimistic outlook. The key is to make these affirmations believable and relevant.
- Thought-Stopping: Whenever a negative self-talk arises, visualize a stop sign or say "stop" aloud to interrupt the pattern.
- Reframing: This NLP technique involves looking at a situation from a different perspective, turning challenges into opportunities or setbacks into learning experiences.

# Emotional Tools

## Emotional Techniques

- Mindfulness and Emotional Awareness: Be present and acknowledge your thoughts and feelings without judging them. Mindfulness meditation can help improve this skill.
- Self-Compassion: Treat yourself with the same kindness and understanding as you would treat a good friend. Kristin Neff's work on self-compassion offers some excellent exercises.
- Anchoring: An NLP technique where you associate positive emotions with a physical touch, like touching your thumb and forefinger together, which you can then use to "trigger" these emotions when needed.

# Behavioral Tools

## Behavioral Techniques

- Small Wins: Break down larger tasks into smaller, manageable tasks. Completing these smaller tasks can provide a sense of accomplishment and gradually build self-esteem.
- Social Support: Surround yourself with supportive people and consider distancing yourself from those who are overly critical or toxic.
- Visualization: Picture a version of yourself who possesses the qualities you desire. This "future self" visualization can help guide your subconscious mind toward this goal.

# Mental/Physical Tools

## Mind-Body Techniques

- Physical Exercise: Physical activities release endorphins, which naturally elevate mood and, by extension, can improve self-esteem.
- Progressive Muscle Relaxation: This involves tensing and relaxing muscle groups to decrease physical tension, which can indirectly affect emotional tension and self-esteem.

# Borrowing Esteem

- As adults we have so much keeping us from being a student that the best way to combat feelings of low esteem is to borrow it from other areas and paste it onto new underdeveloped areas
- Look to see what areas you do feel proficient and successful in and see how they can be applied to what it is you want to achieve. (hosting dinner parties = retreats, great at gifts = knowing what people want)
- Even the most basic skills have merit (flower arranging, laundry, noticing nature, packing the dishwasher, etc)
- If you can't find anything that you are good at then start there (go through your life and look to see what you think you are excellent at or do well in)
- \*\*If having trouble seeing that then your task is to interview people in your life and get their feedback

# Exercise

Practice introducing yourself and sharing your greatness

1. **Person A-** Introduce yourself and think of an area that you feel competent in and maybe even excellent in. I want you to brag and share with passion just how good you are and what you love about it and/or why it lights you up.
2. **Person B-** Share/Reflect back how you felt about it (internal experience)
3. **Person A-** Next share who it is you want to help/support and why/how you could connect your first share regarding your talent/skill to future clients or business. (This does not have to make sense. We want you to just play. Ie: great at floral arrangements you could send one to each client, or lead a flower arranging class. If you love tinkering and fixing things or doing puzzles you would have a puzzle workday where ppl are invited to sit and do puzzles with you)
4. **Person B-** Help persona A see if there are any other ways their skill in one area can be utilized with a client (remember this does not have to make logical sense, in fact the more ridiculous the better)
5. Switch

# Resources

For further study and methods for coaching people with low self-esteem, consider the following resources:

1. "The Six Pillars of Self-Esteem" by Nathaniel Branden - This book provides a comprehensive look into what constitutes healthy self-esteem and offers practical exercises for improvement.
2. "Self-Esteem: A Proven Program of Cognitive Techniques for Assessing, Improving, and Maintaining Your Self-Esteem" by Matthew McKay and Patrick Fanning - A practical guide focusing on cognitive behavioral techniques to improve self-esteem.
3. TED Talk: "The Power of Vulnerability" by Brené Brown - This talk delves into the relationship between vulnerability, courage, and self-esteem, providing valuable insights for coaches.
4. Mindfulness and Self-Compassion Exercises - Consider integrating mindfulness exercises or self-compassion training in your coaching as both have been shown to improve self-esteem over time.